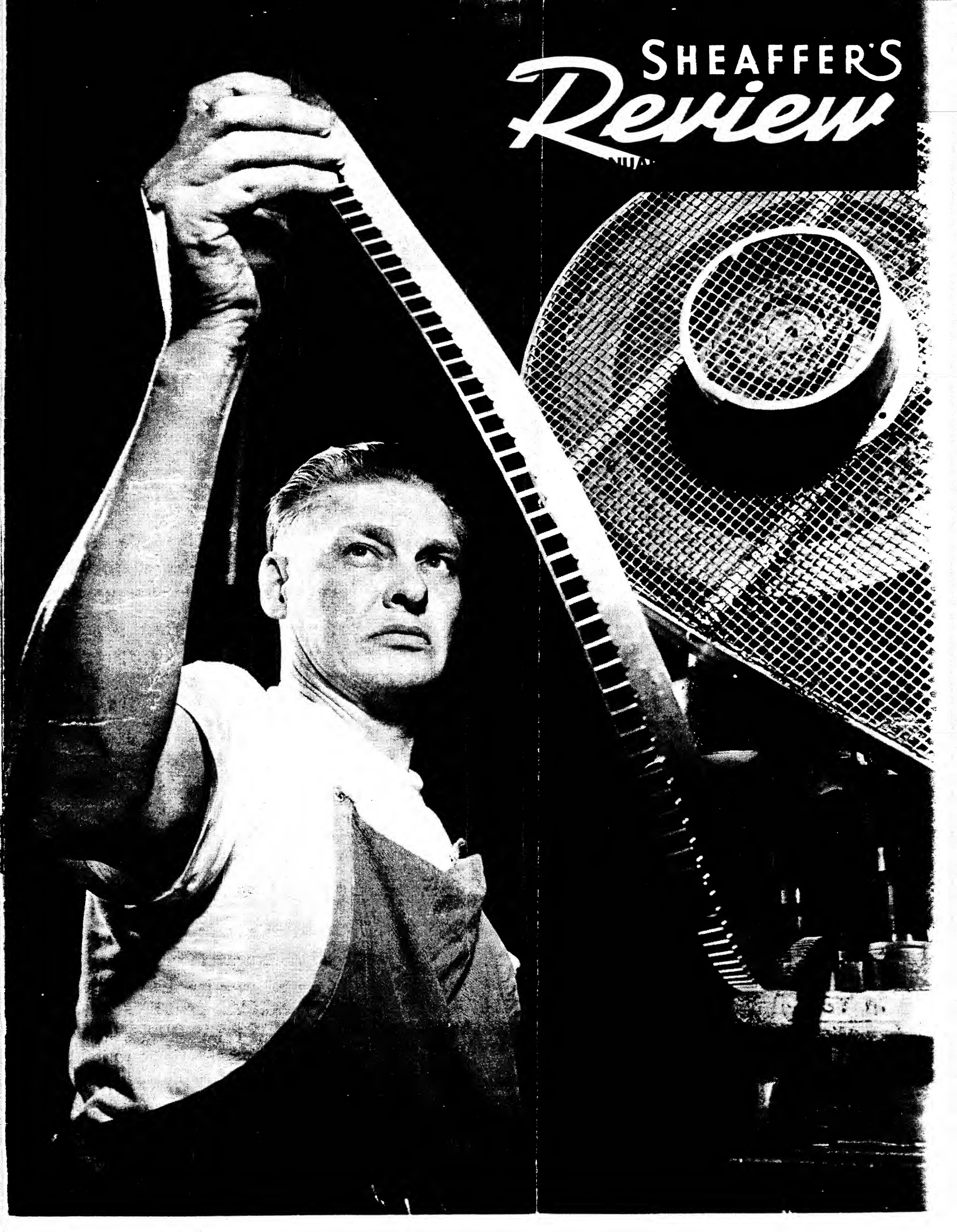


SHEAFFER'S *Review*



14 Employees Attend Rose Bowl Game

Fourteen Sheaffer employees made the long trip from Ft. Madison to Pasadena, Calif. to attend the Rose Bowl game and the fabulous Tournament of Roses parade which preceded the football classic between Iowa and Oregon State.

Special cars attached to the Santa Fe's crack trains carried most of the employees to the coast for the New Year's Day game. Three special cars were required to handle Rose Bowl bound fans from the Ft. Madison-Keokuk-Burlington area.

Sheaffer employees and relatives who were on hand to see Iowa down the Oregon State eleven included chairman of the board C. R. Sheaffer and Mrs. Sheaffer, President W. A. Sheaffer II and Mrs. Sheaffer, Elton Fler (Executive) and Mrs. Fler, Harry Emerson (Purchasing) and Mrs. Emerson, Ed Sporkman (Engineering) and Mrs. Sporkman, Herb Philpott (Service), Frances Cady (Shipping), Ethel Krebill (Lead), Ann and Irene Hammon (Gold Nib) and their mother, Mrs. John Hamilton, Cora Dye (Pen Assembly), Letha Burghoffer (Gold Nib), Leroy Super (Service), Mrs. Super and their two children and Pete Jungbluth (retired) and Mrs. Jungbluth.



Nearly 800 Employees and Their Families Turn Out For Annual Christmas Party at Clubhouse

Nearly 800 men, women and children were on hand to give Santa Claus a tremendous welcome on his arrival at the Sheaffer clubhouse where his visit climaxed the 27th annual Sheaffer employees' Christmas party.

The crowd was one of the largest ever on hand for Santa's visit. As the youngsters and their parents joined in singing the traditional Christmas songs, Santa arrived with his pack of toys and promptly went about his task of greeting each of the youngsters queued up around the auditorium. After the visit with Santa there were toys and candy for the kiddies.

The visit by old St. Nick capped an evening of entertainment which included a program of songs, dances and recitations by employees' children. Steve Hug, son of Dave Hug (Engineering) delivered the welcoming address:

*'Twas 11 nights before Christmas
and all thru the clubhouse*

*Not a creature was stirring, not
even a cub mouse.*

*The children were hung by their
thumbs—no, no, that's not right.*

*The big tree was hung with the
bright colored lights*

*In hopes Elvis Presley would show
up in tights—no, no, I'm all
mixed up here.*

*The big tree was hung with the
bright colored balls*

*In hopes it would guide old St.
Nick to these halls.*

*Shouting "Dancer and Prancer
and Donner and Blitzen*

*Where's Rudolph? He's eating
again in the kitchen*

*His favorite dish is delicious roast
venison,*

*And he likes best of all to come
to Fort Meddison."*

*All of a sudden there arose such
a clatter*

*That I jumped from my skin to
see what was the matter.*

*And what to my wandering eyes
did appear,*

*But the dear old St. Nicholas
drinking root beer.*

*What will he bring us? Not cook-
ies, not wafers,*

*A toy and some candy for the
kids here from Sheaffers.*

*Now let's all be patient and sing us
a song*

*And hope that old Santa will soon
come along.*

*So this is Steve Hug who welcomes
you to*

*The clubhouse tonight and this
party for you.*

*Now have a good time and don't
start a fight—*

*Merry Christmas to all and to
all a good night!*

The program also included a piano solo by Barbara Hug, who followed her brother; a toe dance by Barbara Herold, daughter of Geraldine Herold (Repair Parts); an accordian solo by Bob Ault, son of June Ault (Cashiers); a piano duet by Cherie and Ann Wagner, daughters of Fred Wagner (Service); a vocal quartet composed of Kay Lynne Mekemson, daughter of Earl Mekemson (Personnel) Leah Bentzinger, Lynda Boe and Sharon Bonham; a tap dance by Sharen Kay Mead, daughter of Vincil Mead (Plating) and a vocal trio made up of Allison Weaver, daughter of Nelson Weaver (Tool & Die), Vicki Davenport, daughter of Dick Davenport (Engineering) and Bonnie Senf, daughter of Grover Senf (Tool Room).

The door prizes—two 11 pound canned hams—were won by John Mackey (Tool & Die) and James Scharpman (Service).

The Christmas party program committee was headed by Pat Bray (Pen Assembly), general chairman, and included Amos Older (Plastic Fab), master of ceremonies; Lucille Trotter (Executive), pianist; Gordon Lane (Accounting), director of music, and Norma Green (Plastic Fab) and Neoma Menke (Plating), program chairmen.

Mt. Pleasant Plant Has Christmas Dinner

Employees of the Mt. Pleasant plant marked the last day of work prior to the annual Christmas shutdown with a turkey dinner served at noon in the plant.

The dinner, replete with turkey, cranberry sauce, stuffing and all the traditional trimmings, was sponsored by the plant's Activities Committee.

Goings On...



Members of the Traffic and Order Handling Depts. enjoy a pot luck luncheon in the plant cafeteria the day before the plant closed for the Christmas holidays.



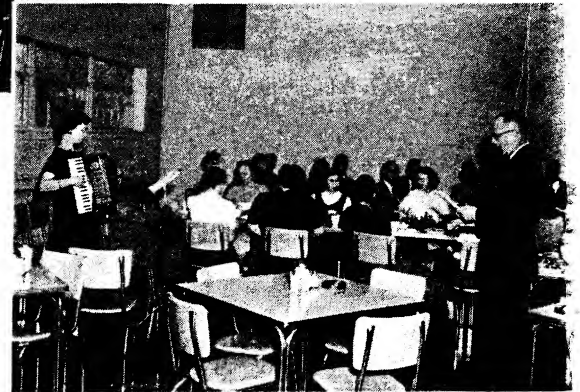
Dorothy Hoenig (l) (Accounting) furnishes the accompaniment on her accor-dian as Gordon Lane (standing at right) (Accounting) directs the Christmas caroling as other members of the Accounting Dept. (background) join in the singing.



IBM Dept. employees held a similar pre-Christmas shutdown pot luck. Later they joined in the singing of Christmas carols in the cafeteria.



Santa, played by Alta Mae Perry (Cashier's), arrives at the Sheaffer Women's Bowling League banquet at the clubhouse to distribute gifts. The Women's League played host to the City Women's Bowling League.



L-r: Janet Consbrock (Sales), Mary Huffaker (Service Correspondence), Martha Adkins (Credit) and Audrey Edlen (Traffic) receive their Christmas presents from Santa (Alta Mae Perry) during the Sheaffer Women's Bowling banquet.



Wrapping Christmas packages for the residents of the Lee County Home is an annual tradition with members of the Activities Committee. Helping to bring joy to the home's residents are, l-r: Mary Cook (Scrip), Helen Hartley (Screw Machine), Bill Cooper (Clubhouse), Osa Wilsey (Accounting), Shirley Hughes (Executive) and George Berens (Service).

Charley Hamilton (Sales) is shown with the new Ford station wagon he won in the recent Sheaffer Sweepstakes sales contest. Charley topped all other Southern division salesmen in the contest.





Overwhelmed by Santa's presence, little Dona Jeane Kent, daughter of Wilma Kent (Sales), appears to be trying to recall all the things she was planning to tell Santa.



Sheaffer Children's



Young and old alike found the 27th annual Sheaffer Employees' Christmas party at the clubhouse entertaining. Employees and their families literally packed the clubhouse auditorium for the pre-holiday festivities.



Barbara Herold, daughter of Geraldine Herold (Repair Parts), entertains the crowd with a toe dance during the children's entertainment portion of the evening program.



Main attraction, the Great Mack Rose, billed as 'Here's the Great part of his fire--the audience.'



The Great Mack Rose calls for volunteers for his rope act during the magic show and as the display of hands indicates there was no shortage of willing participants.



The young man who volunteered to assist the magician in his head removal act appears to have lost his head as a result. Luckily however, the Great Mack Rose remembered the magic words which reunited the youngster's head and body.

's Annual Christmas Party



Employees queue up with their youngsters who are anxious to recite for Santa the list of toys and presents they expect him to leave under the tree on Christmas morning.



of the evening was the Great Mack world's second greatest magician." Mack Rose breathing forth smoke as act which delighted and intrigued



Taking a bow after their vocal rendition of several Christmas favorites is this quartet of public high sophomores composed of, l-r: Kay Lynne Mekemson, daughter of Earl Mekemson (Personnel), Charon Bonham, Leah Bentzinger and Lynda Boe.



Three tuneful misses raise their voices in song during the children's entertainment part of the Christmas program. L-r are Vicki Davenport, daughter of Dick Davenport (Engineering), Bonnie Senf, daughter of Grover Senf (Tool Room) and Allison Weaver, daughter of Nelson Weaver (Tool & Die). With the trio is Amos Older (Plastic Fab) who emceed the evening's program.



Presents were distributed to employees' children following the visit by St. Nick. Helping out are, l-r: George Luegering (Gold Nib), Margaret Leach (Cafeteria), Mary Cook (Skrip) and Alta Grimes (Plastic Fab).



Sue Holterhaus, daughter of Leonard Holterhaus (I) (Tool Room), tells Santa about the big doll which she hopes he'll remember to bring to her house on Christmas eve.

SHEAFFER'S

REVIEW

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Printed in U. S. A.

EDITOR - - RAY PETERSON

In the Mailbag...

Mail being what it was over the Christmas holidays, we didn't receive the following in time for the December issue of the Review. However, we thought our readers would enjoy this poem which E. White, buyer for the Richard and Partners group of specialized pen shops in England took time out to write and send to the employees of our English company.

GREETINGS TO SHEAFFER'S

*The pen is mightier than the sword,
That's what the wise men say,
So my greetings to the king of pens,
That's—Sheaffer's W.A.*

*First there's the man who stands at the
helm,*

*Whose friendship I rate highly,
So I lift my glass and drink a toast,
To your chief—Don Wylie.*

*Next to a man from Dunmow way
Where they plow the land and mow
the hay,*

*May his sales produce a record yield
Good health to you—Des Butterfield.
Now to a man who service gives
For putting things right that's all he
lives,*

*'Tis a headache job but just his flair
My compliments to you—George Eyre.
Turn to an old shipmate of mine
Who parted from me to a different
line,*

*May he climb to the top of the trellis
Good luck to you—Ted Bellis.*

*And to all of you of Sheaffer's fame
Who have not been mentioned by me
by name,*

*I salute you all both far and near
A Merry Christmas and Happy New
Year. W. White*

New Social Security Changes:

WHAT NEW AMENDMENTS MEAN TO YOU

If you are presently employed and planning to retire someday or are retired at present you may be eligible for additional Social Security benefits under the law signed by President Eisenhower last Aug. 1, expanding the program's benefits.

The new law broadened benefits for disability, for employed women and for dependent wives and widows. Half of the cost of the additional benefits are being borne by you—the other half by Sheaffer's. Starting Jan. 1, your tax for Social Security is increased from the two per cent you have been paying in the past to $2\frac{1}{4}$ per cent. The company in turn will match the employees' $2\frac{1}{4}$ per cent deduction. Under the present law the tax rate will go up to $2\frac{3}{4}$ per cent in 1960, and thereafter will increase every five years by one-half of one per cent until 1975 when it is scheduled to be up to $4\frac{1}{4}$ per cent.

Lower Eligibility Age for Women

If you are a woman employed at Sheaffer's and are eligible for Social Security, the new law provides that you may retire any time after you reach 62 and begin drawing benefits immediately. Should you elect to retire before reaching 65, the amount you receive of course would be less. How much less will depend on the month between age 62 and 65 that you start receiving benefits. At age 62 the amount is 20 per cent less than at 65. Monthly payments will be reduced by $\frac{5}{9}$ of one per cent for each full month before age 65 for which payments are received.

If you take early retirement, you'll be money ahead for the first 15 years.

Disability At Age 50 or Over

Should you become totally and permanently disabled at the age of 50 or any time thereafter, you are entitled to full monthly retirement benefits. But you can meet the requirements of the law only if you are blind or your disability keeps you from engaging in any substantially gainful activity, and if this disability is expected to continue indefinitely. In each case, the Social Security Board determines whether the requirements are met.

Dependent Wives and Widows

In the event you are the wife of a retired employee, you too are eligible for Social Security benefits at age 62. In the event you elect to receive benefits early, that is anytime between 62 and 65, benefit payments will be less than those paid at 65. However if you take early benefits, you'll fare better for the first 12 years.

Widows may begin drawing the full monthly widow's benefit when they reach 62 instead of waiting until 65. This full benefit amounts to three-fourths of the husband's benefits.

Mexican Shopping Tour Nightmare For Supers

The trip to the Rose Bowl game will be a memorable one for most of the Iowans who went to the coast but for Leroy Super (Service) it will be an experience he'll never forget—and for good reason.

Driving out to California with his wife; daughter, Vicki, 15, and son, Skipper, 9, the Supers decided to shop in Mexicali, Mexico, enroute to Pasadena. After a tour of the open air bazaar, they headed back to the car.

But before they got there, a Mexican about 28, his wife and two youngsters accosted them, jabbering in Spanish. Unable to understand the man, and assuming he was merely looking for a handout, Leroy brushed him off. But the Mexican persisted, harassing the Supers as they strode through the crowds. Although the Mexican jabbered continuously in Spanish, Leroy was able to catch only one familiar word—"stole" which the Mexican uttered frequently while gesturing toward Vicki Super.

As they were almost to the car, the Mexican grabbed Leroy by the arm. Several other Mexicans quickly emerged from nearby shops and helped their countryman subdue Leroy. Believing it was a ruse to get Leroy's wallet, Mrs. Super attempted to retrieve it from him but a heavy set Mexican beat her to it. Meanwhile, in the crowd and confusion someone jostled Vicki off the curb, injuring her ankle.

The Supers shouted for the police and a young officer soon arrived. Unfortunately he was unable to speak English so he summoned the police wagon. The Supers together with the Mexican and his family were loaded aboard a police wagon and taken to headquarters. There a magistrate who spoke some English gave Leroy the first clue as to what was going on.

The Mexican contended Leroy's daughter had taken 34 pesos from his wife. Realizing the situation could become serious, Leroy asked the policeman to phone the American consul. A few minutes later the officer returned with the sad news that the consulate was closed for the weekend. But the request for the American consul started things moving in favor of the Supers.

Tool Room Bowlers Pace Men's League

The Men's Bowling League recently completed the second round of the season with the Tool Room leading the league standings with a 27½-14½ won-lost record.

Close on the heels of the team leaders were the Tool & Die bowlers with a 27-15 won-lost record. Top honors for the high individual average went to Orv Richardson (Pencil) with 179. Orv also had a 629 for the high three game series.

The Pencil Dept. keggers led the other seven teams with a 2625 total in the high three game series while the Tool Room, with a 938, had the high team game. Bob Consbrock (Drafting) rolled the high individual game—a 237.

Team standings at the end of the second round:

	Won	Lost
<i>Tool Room</i>	27½	14½
<i>Tool & Die</i>	27	15
<i>Pen Assembly</i>	24	18
<i>Pencil</i>	21½	20½
<i>Gold Nib</i>	20	22
<i>Plating</i>	17½	24½
<i>Service</i>	17	25
<i>Office</i>	13½	28½

Following completion of the third round of bowling Feb. 14, a post-league season tournament will be held at the clubhouse followed by a second mixed-doubles tournament.

A shopkeeper from whom the Supers had purchased some goods was summoned to corroborate the Mexican's statement that the Super girl had taken the money. He failed to do so however and the magistrate then asked Vicki to dump out the contents of her purse. When this action failed to show Vicki had any Mexican money, the case was dismissed and Leroy's wallet was returned to him.

"It's a funny thing," he said, "The wallet was returned intact with nothing missing. In fact the wallet was never even opened."

The police finally, after considerable persuading, gave the Supers a lift back to their car which was soon headed for the border.

"After we got about 20 miles inside the United States we were able to laugh about the whole thing," recalls Leroy, "but it was anything but a laughing matter at the time."

Strictly for Ladies ...

Sauces can do much to turn an ordinary meat or fish dish into one which will evoke many compliments from guests. Our cafeteria for example uses a mustard sauce occasionally on ham dishes. But, explains cafeteria manager John Charters, it's equally delicious with fish dishes—and easy to prepare.

Here's John's version:

MUSTARD SAUCE

¾ cup brown sugar
2 tablespoons dry mustard
½ teaspoon salt
½ cup vinegar
1 tablespoon & 2 teaspoons
cornstarch
¾ cup water
¾ cup mayonnaise
⅓ cup chopped pecans

Mix together sugar, mustard, salt and vinegar and heat. Mix cornstarch with water and add to rest. Cook until thickened and clear, stirring constantly. Remove from heat and combine with mayonnaise and chopped pecans.

Excellent served cold with baked ham or fish.

Japanese have a word for shrimp—Tempura, delectable seafood dipped in batter and deep fat fried, light as a feather. Here's an Americanized version: Clean 2 lbs. uncooked shrimp and split down backs. Sift 1 cup flour and 1 tsp. salt together. Add 2 beaten eggs and 1 cup milk, to make a thin batter. Heat 1 pint cooking oil to 375 degrees, very hot, but not smoking. Dip shrimp in batter and fry 3 minutes until golden brown. Do not overcook. Makes 6 servings. Serve with chutney, prepared mustard or soy sauce.

International Division

The Export Department recently became the International Division in a move designed to more clearly describe this phase of the company's operations.

The change follows the recent trend by many companies doing business abroad to abandon such designations as "export" and "foreign" which often have a different connotation to people in various parts of the world.

Frank R. Lescher
1323 Avenue D
Ft. Madison, Iowa

Bulk Rate
U.S. POSTAGE
PAID
Ft. Madison, Iowa
PERMIT No. 12

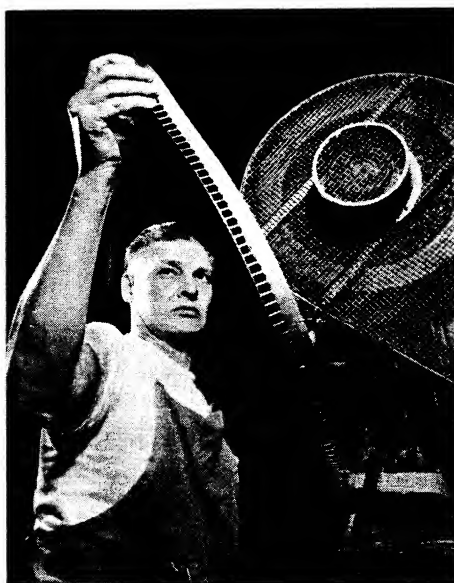
Women's Travel Club, Elects New Officers

Ethel Krebill (Lead) was elected president of the Sheaffer Women's Travel Club for the coming year at the recent election of officers.

Other officers named for the new year are Florence Proenneke (Lead), vice president; Margaret Feldbauer (Plastic Fab), secretary; Katherine Tebbs (Shipping), treasurer, and Karolena Orr (Mt. Pleasant), secretary for the Mt. Pleasant plant.

The women are currently working on plans for a trip throughout the West during the summer vacation shutdown. Most of the Club's members have indicated they would like to visit Yellowstone Park, the Bad Lands, the Rockies, Denver and other points of interest in the western part of the country.

On The Cover



Paul Lake (Gold Nib) looks over the pattern left on this strip of 14-k gold as the punch press stamps out the blanks which will eventually wind up as pen points on Sheaffer fountain pens. Many additional steps, however, will be required before the point is ready to be attached to the pen.

Pencil Dept. Bowlers Pace Women's League

The Pencil Dept. bowling team set the pace as the Women's Bowling League moved into the third and final round of the season.

Pencil keglers led in team standings with a won-lost record of 33-9, led the high team series with a score of 2188 and rolled the high team game of 759.

Lorena Wilcox (Gold Nib) paced the field with a high average of 163. In addition she rolled the high individual series of 571 and had the high individual game of 220.

Team Standings

	Won	Lost
Pencil	33	9
Gold Nib	28	14
Office	22	20
Shipping No. 1	19	23
Metal Fab	18½	23½
Traffic	16	26
Cashiers	15	24
Shipping No. 2	13½	25½

High Individual Averages

Lorena Wilcox (Gold Nib)	163
Darlene Cornell (Patent)	156
Billie Mitchell (Traffic)	142
Betty Chock (Sales)	139
Marie Smith (Pencil)	133

High Individual Games

Lorena Wilcox (Gold Nib)	220
Darlene Cornell (Patent)	211
Betty Chock (Sales)	186

High Individual Series

Lorena Wilcox (Gold Nib)	571
Darlene Cornell (Patent)	569
Betty Chock (Sales)	515

High Team Series

Pencil	2188
Gold Nib	2130
Shipping No. 1	1974

High Team Game

Pencil	759
Gold Nib	749
Shipping No. 1	684

Service Anniversaries

-30 YEARS-

Claude Curtis Maintenance

-25 YEARS-



James Waterman
Receiving



Marie Schroeder
Service

-20 YEARS-

Hugh Green Sales
Joseph Beckert Service Dept.

-15 YEARS-

Ann Hamman Gold Nib
Leo Mathena Gold Nib
Wilbert Seigfried Pen Assembly
Earl Rokey Pencil

-10 YEARS-

Olive McDowell Plant No. 3
Mary O. Smith Service
Nora Baldwin Cashiers
E. Oliver Munford .. Screw Machine
John Moffitt Service
Joseph Holtkamp Service
James Reddy Tool
Ilf Shumaker Plant No. 3
R. F. Sullivan Salesman
Marion Paul Personnel
Carroll Heldt Quality Control

-5 YEARS-

Louise Eppers Plastic Fab.
Merritt Scarff Maintenance
George Cale Metal Fab.

Schier, Flee Elected

Jim Schier (Research & Development) has been elected president of the Ft. Madison Country Club for 1957.

Jim served as vice president of the club during the previous year.

Elton Flee (Executive) was elected to the board of directors for a one year term.

SHEAFFER'S *Review*



A. V. Peters Named Promotion Manager

Andrew Voya Peters recently joined the company as sales promotion manager for the International Division.

A native of Belgrade, Yugoslavia, Mr. Peters will assist in developing and expanding business abroad as part of the company's international sales expansion program. While he will make his headquarters in Ft. Madison, much



A. Voya Peters

of his time will be spent working with Sheaffer distributors and their sales personnel in countries throughout the world.

The International Division's new sales promotion manager is particularly well equipped for the role he will play in promoting the sale of Sheaffer products abroad. In addition to speaking Serbian, German, French, Spanish, Italian and of course English, Mr. Peters has lived in many places.

During World War II he served with General Mikhailovitch's Yugoslavian Royal Army as a second lieutenant. After the war, Peters enrolled at the University of Geneva and studied there until 1947 when he came to this country to continue his studies at Columbia University. He received his master's degree in business administration from Columbia in June 1949. A short time later he joined American and Foreign Enterprises Inc. in New York and traveled extensively throughout Central America for that firm before joining Sheaffer's.

The new sales promotion manager is married and has two sons, Nicholas 5 and Thomas 3.

UP SNORKELS!

Marineland turtles are modernizing their diving equipment to include snorkels.

Rufus G. Hibbett Jr., a recent visitor to the Florida aquarium, wrote the Sheaffer Pen Company that he dropped his Snorkel fountain pen into the pool but managed to locate it in the crystal clear water. However, before a diver could recover his Snorkel pen, a big turtle swam by and gulped the writing instrument down.

The turtle now enjoys the distinction of being the only Snorkel equipped specimen in the pool.

EMPLOYEE X-RAYS SLATED AT FOUR COMPANY PLANTS

Free chest X-rays for employees at the Ft. Madison and Mt. Pleasant plants will be available during February as part of the company's general health program.

The special mobile unit from National X-ray Surveys, Inc., which has been visiting the company's plants in past years, will start X-raying employees at the Main plant Wednesday Feb. 27. The following day the mobile unit will be at the Mt. Pleasant plant. On Feb. 29 it will return to Ft. Madison to finish up with employees at the Skrip plant.

Health Safeguard

Last year 1,454 Sheaffer employees received free chest X-rays under the health program which is intended to safeguard the health of employees. Early detection of respiratory diseases through regular periodic X-rays enables the employee to undergo treatment before the disease reaches the advanced stages where it may handicap or disable the employee.

X-rays taken during the three day period are sent to a specialist for reading. If there is any doubt about an individual's X-ray, the radiologist refers it to Dr. Feightner who may then request the employee to have a larger X-ray taken. Should this X-ray merit further investigation, the employee is referred to his family physician for further attention.

Warden Lainson Addresses Foremen and Supervisors

Percy Lainson, warden of the Iowa State Penitentiary, told the January meeting of the Foremen and Supervisors Club that prisoners in federal and state institutions represent a daily loss to industry of more than 1,110,000 man-hours.

Today, there are approximately 185,000 prisoners in penal institutions across the nation, the warden said. Figuring that each man represents a loss of six work hours per day and placing an average hourly wage of \$1.25 on each of these prisoners, crime is costing industry about \$1,387,500 a day, he said.

Warden Lainson addressed the Foremen and Supervisors in the plant auditorium following dinner at the cafeteria.

Company's Sales and Earnings Increase

Sheaffer's net sales for the nine months ended Nov. 30 rose to \$20,910,763 from \$20,329,927 for the same period a year ago.

During the nine month period the company's net earnings also climbed to \$2,198,518 or \$2.66 a share from \$1,886,068 or \$2.29 a share during the comparable period the previous year. Taxes also took a bigger bite. Provision for taxes for the nine-month period ended last Nov. 30 was \$2,341,000, compared with \$2,017,900 for the previous corresponding period.

Sheaffer's third-quarter profits also rose despite a slight decline in sales for the period. Net earnings in the third quarter were \$1,304,421 or \$1.58 a share compared with \$1,272,887 or \$1.54 a share in the corresponding quarter of the previous year.

The company's net sales for the third quarter were \$9,323,960 compared with \$9,430,533 for the third quarter last year.

Named Trustee

W. A. Sheaffer II was reelected a trustee of the Equitable Life Insurance Company of Iowa at the board of trustees' recent meeting in Des Moines.

Sheaffer's Review

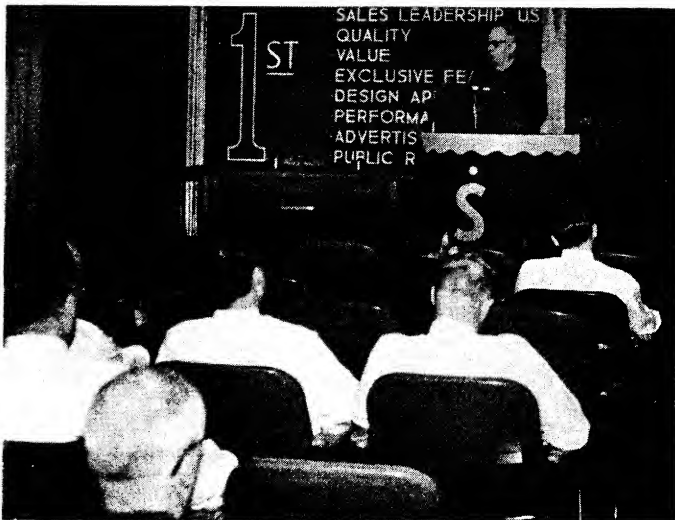
Goings On...



Two veteran employees who recently completed 30 years of service with the company are honored by President W. A. Sheaffer II (center) who is shown presenting a solid gold desk pen set to Harry Spencer (l) (Gold Nib) while another 30-year employee, Claude Curtis (r) (Maintenance), looks on.



University of Iowa athletic director Paul W. Brechler (l) presents a Sheaffer desk set to John S. Davidson, president of the Tournament of Roses Association, in appreciation for the hospitality accorded the Iowa Rose Bowl contingent by the Association and the City of Pasadena. The presentation took place at the Tournament of Roses Christmas party for the Iowa football team.



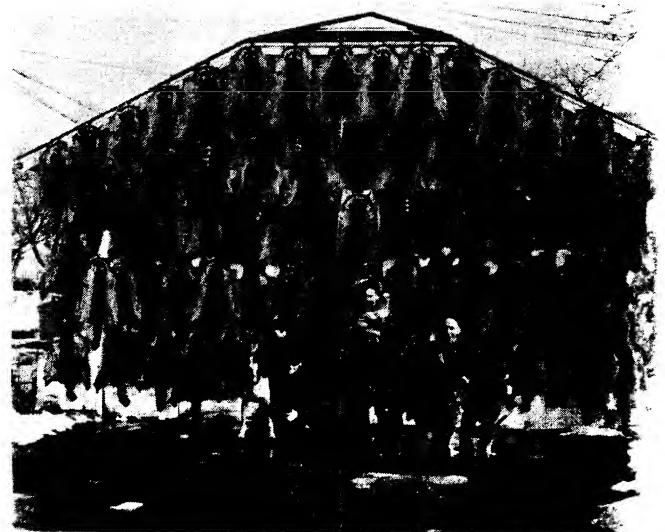
Percy Lainson, warden of the Iowa State Penitentiary, outlines the high cost of crime in the United States during a recent talk before the Foremen & Supervisors Club.



"What's Elvis Presley got that I haven't?" asks Ed McKiernan (Tool and Die) as he does a take-off on the current rock-and-roll idol during the Richardson School's recent P.T.A. show. (Gaule Studio)



Sheaffer's was well represented at the State Jaycee Board meeting in Ft. Madison recently. Pictured above are some of the Jaycees who participated. L-r: front row, Ed Thorn (Sales), Charley Rupert (International), Doug Duncan (Screw Machine) and Jack Finley (Traffic); rear row, Darrell Klauenberg (Accounting), Conrad Gillett (Engineering), Lyle Box (Service Correspondence), Charley Bertleshofer (Plating), Carl Siefken (International), Ray Wilson (Receiving) and Tom Frantz (Patent Research).



Coon hunter Melvin Hall (r) (Maintenance) displays the hides of 77 raccoon he killed during the past three months within 40 miles of Ft. Madison. With Melvin are his two sons, Gene (l) and Jim (center) and their hounds.



All in a day's work for Irene Warson is this assortment of pies and cakes.

When Irene Warson came to work for the company five years ago, her ambition was to be a cashier. Today, she's rolling in dough.

As the cafeteria's pastry chef, Irene has made over 35,000 pies and cakes during that time to sweeten the appetites of Sheaffer employees. Normally, she averages 23 pies a day plus four to six cakes. However, it may range up to 75 a day as it did during the Export Convention last June. Several years ago when the company sponsored a Christmas dinner for its employees she baked 238 pumpkin pies.

But whether it's 20 pies or 238 pies, Irene enjoys her job.

"It's creative," she explains. "That's what I like most about it."

And her ability to create these tasty pastries is particularly appreciated by guests at the plant who sample her pies and cakes for the first time. Usually the first bite brings forth a favorable comment from the plant visitor who quite naturally expects something less palatable than these tasty home-made pies and cakes.

Enjoys Cooking

Although Irene has always enjoyed cooking, she readily admits she did only the normal amount of baking that any housewife does before she came to Sheaffer's in quest of a cashier's job in the new cafeteria. However, because the cafeteria did not require a full time cashier, she volunteered to try out for the job of pastry chef.

The transition from making one or two pies for her family to mass producing them for dessert-hungry em-

Rolling In Dough...

ployees was a new experience. But in time, making 20 or 30 pies became routine for her.

Irene's day begins at 6:30 a.m. The crusts and fruit fillings are made the day before so she can immediately make her pies and put them in the oven. Cream-type fillings of course are made up the same day because of their perishable qualities. By 8:30 a.m. the pies are taken out of the oven and set on racks to cool. That would seem to make a pretty short day for Irene. Actually, however, it has just begun.

Favorite Pies

With the help of Pauline Bernhardt and Ruby Collier, she makes up the pie crust for the next day and bakes four to six cakes plus meringues or cream puffs if they happen to be on the menu and prepares the fruit filling for the following day's pies.

Cream pies are the most popular pies in the cafeteria. Here's how Irene rates the pies in order of popularity: custard, chocolate, lemon, banana, Boston cream pie and raisin butter. Behind these come the fruit pies such as apple, cherry, gooseberry, pumpkin and mince.

When Irene finishes her day's work at 3 p.m. her baking is done.

"I do very little baking at home," she explains, "except when Toby Gene is home."

Bakes For Son

Toby Gene of course is her son, a midshipman at the U.S. Naval Academy who steams up enough enthusiasm for her pies when he's home to induce her to bake one of his favorite pies.

And while her husband, Toby (Gold Nib) has an equally sweet tooth for pies and cakes, Irene figures he gets his fill of her pastries here at the plant.

"Actually he has a bigger choice of pies and cakes here than he'd get at home anyway," says Irene.

Sheaffer's Review

Goderich Plays Host To Santa



Santa chats with some of his little friends who were on hand to greet him when he arrived at the party.



It took some persuasion by Santa before this coy little lass would open up and tell Santa what she wanted for Christmas. She was one of the hundreds of youngsters who visited Santa at the annual Christmas party for Goderich employees and their families.



A visit with Santa was somewhat of a less happy experience for this little one. Even a present from Santa wasn't enough to hold back those tears.



Youngsters gather around the refreshment table after the entertainment.



Movies captivate the attention of this group of youngsters during the Christmas party.



Refreshments proved popular with this quartet.



Parents as well as children seem to be enjoying the party as this candid shot of a section of the audience clearly indicates.

SHEAFFER'S

REVIEW

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W. A. SHEAFFER PEN COMPANY

General Offices and Factories
Fort Madison, Iowa, U.S.A.

Fineline Division
Mt. Pleasant, Iowa, U.S.A.

Canadian Office and Factory,
Goderich, Ontario, Canada

Australian Office and Factory
Melbourne, Australia

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Fort Madison, Iowa
Printed in U. S. A.

EDITOR - - RAY PETERSON

FIVE EMPLOYEES TO BE RETIRED FEBRUARY 28

Five Sheaffer employees will be retired from the company February 28 under Sheaffer's retirement program.

Oldest of the retiring employees in point of service is Herman J. Hellige (Occupancy) who has been with the company 33 years. Another veteran employee who will be joining the ranks of the retired is William H. Kiehne (Credit) with 29 years' service.

The three other retiring employees, together with their periods of service are Leo Daugherty (Occupancy), 15 years; Tom Boovis (Molding), 11 years, and Savilla Walker (Service) 10 years.

IT WAS A GOOD PLACE

A man was making application for employment and asked the personnel manager:

"Does this company pay my hospital insurance."

"No, you pay for it. It's deducted from your salary."

"Last place I worked for, they paid for it," the applicant said.

"Did they give you a life insurance policy too?"

"Sure."

"Three week vacations?"

"Yes—and they had big bonuses and gifts for your birthday, and . . ."

"Why did you leave there?"

"They went broke . . ."

MEN'S BOWLING TOURNEY TO COMMENCE FEB. 27

The annual Sheaffer Men's Bowling Tournament will get underway on the Sheaffer clubhouse alleys Feb. 27 following the windup of the regular bowling season.

All Sheaffer employees who have bowled 12 games on an ABC sanctioned alley are eligible to compete in the tournament. Those planning to participate in the tournament should contact Bob Consbrock (Drafting), Ernie Pezley (Production Planning) or Lewis Hansen (secretary-treasurer).

Team captains also will be contacting members of their team to determine how many plan to enter the tournament. As soon as the list of bowlers interested in the tournament has been completed, the schedule for the tourney will be announced.

The third and final round of the men's bowling league winds up the week of Feb. 14. Any postponed league games will be rolled the week of Feb. 21-25.

L. D. GOOSEY DELEGATE TO NATIONAL VFW MEET

Leland Goosey (Plastic Fab) was a delegate to the recent annual mid-winter Veterans of Foreign Wars' conference in Washington.

Leland, a member of the VFW's National American Sovereignty Committee, was appointed by Cooper T. Holt, VFW commander-in-chief to attend the three-day meeting and assist in formulating the organization's legislative program which will be presented to Congress. Leland, together with other delegates to the meeting appeared before the House Veterans Affairs committee.

ORV RICHARDSON WINS TV BOWLING MATCH

Trailing by 19 points at the end of the second game of a three-game series, Orv Richardson (Pencil) came from behind to win a six pin victory over his opponent, Bob Phelan, in his first televised bowling appearance on Quincy's KHQA-TV.

Orv finally wound up with a three-game total of 562 against the Ft. Madison attorney's 556. The match was one of the closest in the tv station's current bowling series. Orv received \$75 for his victory.

Service Anniversaries

—30 YEARS—

Arthur Steeples—Plastic Fab
Floyd Hancock—Pencil

—15 YEARS—

Mary E. Bryan—Plastic Fab
Hilda Comstock—Pencil
Merle Hutson—Gen. Adm. Operating
Dallas Phillips—Pen Assembly
Leo Winnike—Pen Assembly
Roland Fichtenkort—Molding
Robert Beckert—Molding
John Wilson—Metal Fab
Luther Burghoffer—Pencil
Archie Adkins—Plating

—10 YEARS—

Adrienne DeHaven—Gen. Adm. Operating
Hattie Murphy—Pencil
Reginia Krogmeier—Service
Ruth Kirchner—Stenographic
Ina Ballard—Plant No. 3
Carl Hundt—Engineering
Ralph Cramer—Traffic
Joseph Jankowski—Tool
George Snyder—Service
Harry Ross—Plant No. 3
Tom Meyer—Salesman

—5 YEARS—

Margaret Roxlau—Occupancy
S. Joanne McKeever—Steno.
Grace McManis—Cafeteria
Zelda Pohlpetter—Production Control
Floyd Cousins—Tool & Die
Thomas Ertz—Tool & Die
Eugene Wisbey—Maintenance
Kenneth Miller—Maintenance
Alonzo Tucker—Occupancy
John McMullen—Occupancy
W. J. Courtney—Sales

W. A. Sheaffer II Receives Award In Philadelphia

W. A. Sheaffer II was honored recently by the Golden Slipper Square Club of Philadelphia with the Masonic organization's "Award for Distinguished Achievement."

The award was presented to 13 prominent Americans which the Golden Slipper Square Club cited as "young giants of industry, in professional and governmental life in the United States."

Sheaffer's Review

Strictly for Ladies...

Have you ever noticed that when men grow enthusiastic about cooking, it's the flourish that intrigues them—the special seasoning, the new sauce, a culinary "secret," such as cooking with wine or beer. All would-be cooks—men and women—can profit from these ideas. The art of cooking is highly satisfying, and fun, when it's done with a difference. Happily many gourmet touches are easy to achieve and often inexpensive.

Instead of following everyday cooking methods with crab meat, fish sticks, and fish fillets, these recipes tell how to combine fillets with broccoli in a cheese sauce, to add mushrooms, minced clams and cooking sherry to a crabmeat casserole.

FILLETS DIVAN

2 pounds frozen fish fillets (cod, haddock, ocean perch, or any white-meated fish)
2 tablespoons melted butter
Salt and pepper
2 packages frozen broccoli
4 tablespoons butter
3 tablespoons flour
1½ cups milk
¼ pound process cheese, cubed
¼ teaspoon salt
½ teaspoon dry mustard
½ teaspoon garlic salt
½ teaspoon Worcestershire sauce

Let fillets thaw on refrigerator shelf or at room temperature. Brush fillets with melted butter, sprinkle with salt and pepper. Pre-heat broiler. Broil 3 inches from source of heat for 10 to 15 minutes, or until fish flakes easily when tested with a fork. Cook broccoli according to directions on package. Prepare cheese sauce as follows: Melt butter in a saucepan. Remove from heat, stir in flour, then milk. Return to heat and cook, stirring constantly, until thickened. Add remaining ingredients and continue cooking until cheese is melted and sauce smooth. Arrange broccoli in baking dish. Pour half of sauce over it; arrange fish fillets on top. Top with remaining sauce. Place in moderate oven (350° F.) for about ten minutes to heat thoroughly. Makes 6 servings.

CRABMEAT CASSEROLE

1 can crabmeat
2 tablespoons butter or margarine
1 small can sliced mushrooms
½ green pepper, finely chopped
1 cup sweet cream
¼ teaspoon salt
½ teaspoon pepper
Yolk of one egg
¼ cup cooking sherry
4 tablespoons minced clams, drained
1½ tablespoons flour

Pick over crab meat and remove fibers. Melt butter in top of double boiler and saute mushrooms and green pepper in it. Add flour and blend in. Then add cream, stirring it in slowly; add seasonings. Beat egg yolk with sherry and add to cream sauce mixture. Lastly add the crabmeat and minced clams and cook just long enough to heat thoroughly. Serve in preheated individual casseroles on toast. (This dish may be prepared in a chafing dish and served from it.) Serves six.

Top Men Bowlers To Compete In Chicago

The six high average bowlers in the Men's Bowling League as of Dec. 31 will travel to Chicago March 23 to compete in Hochstadter's Individual Bowling Classic.

The six, who are sponsored by Sheaffer's Activity Committee, are Orv Richardson (Pencil), Jack Richmond (Tool Room), Bob Consbrock (Drafting), Clarence Cowles (Tool & Die), Lewis Pool (Tool & Die) and Al McDonnell (Maintenance).

The rich bowling classic is open to bowlers who have not held an average of 185 or more during the past five years.

Three Sheaffer Teams In State Tournament

Three Sheaffer bowling teams will compete in the State Women's Tournament Feb. 23-24 at Council Bluffs.

The Sheaffer team, sponsored by the Activities Committee, will be made up of Marie Smith (Plastic Fab), Wanda Cornell (Pencil), Lorene Clark (Pencil), Alta Mae Perry (Cashiers), Sally Koellner (Metal Fab) and Erma Terry (Pencil).

The Office and Shipping No. 1 teams also will compete in the tournament.

Office team keglers who will make the trip to Council Bluffs are Aurelia Atkinson (IBM), Janet Consbrock (Sales), Dorothy Hoenig (Accounting), Martha Rickelman (Shipping) and Kay Haley (Accounting).

The Shipping No. 1 team will be made up to Mary Thompson (File), Mary Ussery (Advertising), Arletta Roxlau (Shipping), Betty Wegs (Plating) and Flo Fickel.

Two Named To Concert Board

Two Sheaffer employees have been elected directors of the Ft. Madison Community Concert Association.

Named to three year terms on the board were Henry Rippenkroeger (Production Planning) and Gordon Lane (Accounting). Henry is a former president of the Community Concert Association.

Photo Forum

This month's question deals with a subject familiar to all of us — income taxes.

If it were possible to abolish either state income taxes or federal income taxes, which would you favor doing away with and why?



ROBERT BOON (Screw Machine)—I don't think they could abolish either one. You've got to have taxes to keep the government going whether its state or federal.

LORRENE KERNS (Skrip)—Cut both of them in half. That way you wouldn't be stepping too much on one at the expense of the other.



JOHN HALL (Tool & Die)—I'd favor doing away with the state income tax. You already pay a sales tax. Why pay the tax twice—when you earn it and when you spend it?

MARGARET KERR (Engineering)—I'd be in favor of doing away with the state income tax because you pay it all in one lump sum. Besides there would be a better chance of doing away with it.



FLOYD COUSINS (Tool & Die)—I'm in favor of getting rid of the state income tax. Either that or taking it out of our checks as we go. Now we're taxed when we earn the money, when we spend it and again for what we buy, through the personal property tax.

CHARLOTTE SWAN (Shipping)—I'd say the state income tax because I haven't had to pay any state tax until this year.



W. A. SHEAFFER PEN COMPANY

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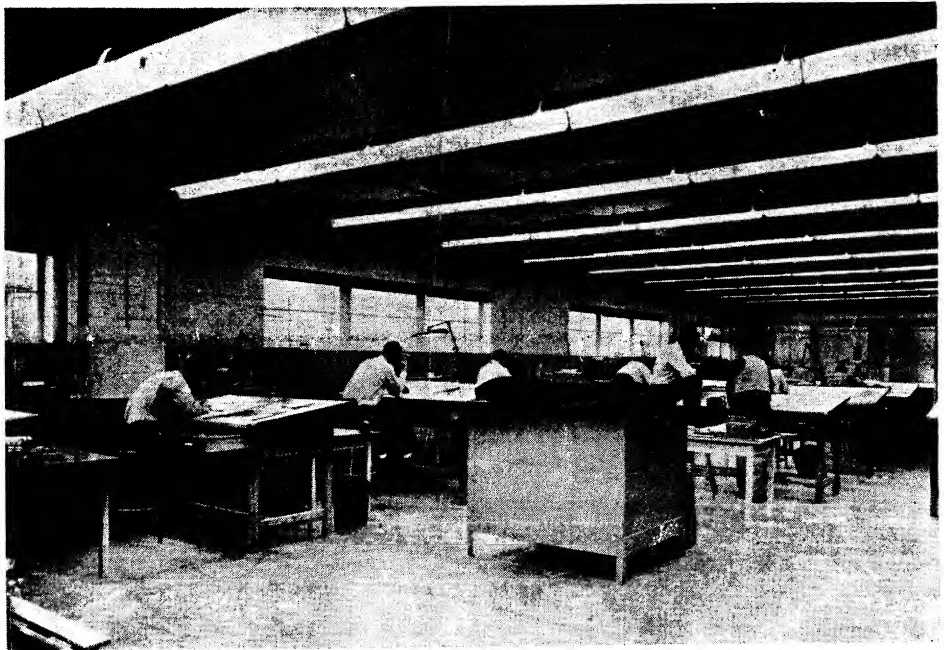
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Suez Situation Hits English Salesmen

Salesmen for our English subsidiary are making their rounds as usual these days but they're doing it the hard way.

Gas rationing, which resulted from the Suez Canal situation, has drastically cut travel by car. Britons who use their cars for business are allowed enough gas for about 300 miles of travel a month—which just isn't enough for our salesmen. As a result most of them are using buses, taxis and trains to get around to their dealers.

Several salesmen already are contemplating buying motor scooters in order to get much greater mileage per gallon of petrol.



Increased demands on the Tool & Die plant's engineering services by Sheaffer's growing list of customers has made it necessary to enlarge the engineering department. The department has taken over the area formerly occupied by the welding department which was moved to an adjoining building.

Six At Goderich Plant Get Service Awards

Six service awards were presented to veteran employees of the Goderich plant at the Employees' Christmas dance at the Goderich Pavilion.

The presentation of the service awards by Leon H. Black, president of the Canadian company, was a highlight of the evening program. Service awards were given to the following: 10 year pins—Eric Reaburn, tool room manager; Ernest McDonald, Shipping manager; Herb Stott, plant superintendent; and Al Perdue, salesman; five year pins—Archie McLean, nib inspector and Harold Kinsella, salesman.

The plant's Activities Committee sponsored the Christmas dance.

Named Jaycee Officer

Tom Frantz (Patent Research) has been appointed to fill the unexpired term of second vice president of the Ft. Madison Junior Chamber of Commerce.

On The Cover



"Eye say . . ." This striking cover shot represents one of the many inspection steps a Sheaffer Snorkel fountain pen undergoes before it reaches the customer. Here the filling tube of the Snorkel pen is being scanned for any possible imperfections. Our eye-catching model, to which the picture fails to do justice, is Sue Wagner.

EVASHEVSKI GUEST OF FOREMEN, SUPERVISORS

Forest Evashevski, who piloted the University of Iowa Hawkeyes to the Rose Bowl Championship, will be the guest speaker at the Foreman & Supervisors Club meeting Feb. 15 at the clubhouse.

Iowa's head football coach will recount some of the highlights of his coaching career and discuss the university's prospects for the '57 season. Evashevski's address will highlight the dinner meeting. A drawing for a GE electric radio will be held following the Iowa coach's talk.

Named Chairmen

Two Sheaffer employees have been named chairmen of important fund raising organizations.

Aurelia Atkinson (IBM) has been appointed chairman of the North Lee County chapter of the American Cancer Society for 1957 while Norma Klopfenstein (Steno) is co-chairman of the Ft. Madison March of Dimes Polio drive.

SHEAFFER'S *Review*



F. M. McCOWAN, VICE PRESIDENT, RETIRES; A. A. ZUBER IS NAMED AS SUCCESSOR

J. E. Montgomery Heads Tool & Die Plant;

B. J. Byers Named General Superintendent

Frank M. McCowan, vice president in charge of manufacturing and engineering, retired March 1 after 20 years of service with the pen company, and A. A. Zuber, general manager of the Tool & Die Division, was named to succeed him as vice president in charge of manufacturing and engineering.

John E. Montgomery, formerly chief tool engineer at Solar Aircraft in Des

Moines, was named general manager of the Tool & Die plant, succeeding Mr. Zuber and B. J. Byers was promoted to general superintendent of manufacturing.

Mr. McCowan, a native of Rochepor, Mo., joined Sheaffer's as assistant purchasing agent in 1937, served as purchasing agent for the War Division from 1942 to 1944 when he became general purchasing agent for the company. A year later he was promoted to general manager of the Mt. Pleasant plant. He was elected vice president in charge of manufacturing and engineering July 1, 1951.

Mr. Zuber, a native of Chicago, served as assistant to the superintendent of production at the Rock Island Arsenal during World War II. He was a vice president and director of the Carver Pump Company before joining Sheaffer's in 1953 as general manager of the Tool & Die plant.

Mr. Montgomery was born in Hite-man, Iowa and apprenticed as a tool and die maker before eventually becoming Solar's chief tool engineer.

Mr. Byers started with the company as a machine operator in 1935 and after holding various supervisory positions was named superintendent of manufacturing in 1946.



FRANK M. McCOWAN



A. A. ZUBER



J. E. MONTGOMERY



B. J. BYERS

First Rodeo Tickets To Retiring Employee

First tickets for the 1957 Ft. Madison World's Championship Rodeo to be held next September went to Tom Boovis who retired Feb. 28 from the Molding Dept. after 11 years service.

Although Tom received a handsome gold wrist watch, fishing tackle and other gifts from his fellow workers in the department, none made more of a hit with him than the rodeo tickets. The reason of course is that Tom is one of the most ardent supporters of Ft. Madison's annual rodeo. He hasn't missed a single rodeo since they first started coming to this river town.

Tom didn't actually receive his tickets for the Rodeo because they haven't been printed yet. However, he did receive a certificate from the chairman of the Rodeo Committee assuring him that he could pick up his tickets as soon as they are printed. Meanwhile, Tom is figuring on trying out that fishing tackle until rodeo time rolls around.

Women's Travel Club Plans Western Trip

The Sheaffer Women's Travel Club is working on plans for a 13-day trip to the West during the summer vacation shutdown of the plant.

The trip which would be made on an air-conditioned bus would include visits to the Black hills, the Bad Lands, Yellowstone Park, Jackson Hole, Estes Park and Colorado Springs.

H. C. Gilliland of the Continental Buss Company discussed with the club members the various routes, points of interest along the way and accommodations at the various places where they will be stopping.

The Women's Travel Club also discussed the possibility of a trip to Mammoth Cave, the Smokey Mountains, Florida and Cuba during the 1958 vacation shutdown.

Mildred E. Saddler (Plastic Fab) showed slides of a number of previous trips.

Goings On . . .



The Activities Committee holds its annual year-end banquet at the Sheaffer clubhouse. The dinner, attended by committee members and their guests which included the WASPCO Council, marks the windup of the group's activities for the fiscal year.



Personnel Director Earl Mekemson cites the members of the Activities Committee for the role they have played in making the past year's program one of the most successful in the committee's history.



Lucky winner Howard Frey (l) (Inspection) receives the electric clock-radio given as a prize at the recent Foremen-Supervisors Club dinner meeting. Bob Hejkal (center) (Engineering), club president, makes the presentation while Dave Hug (r) (Engineering) checks the lucky number.



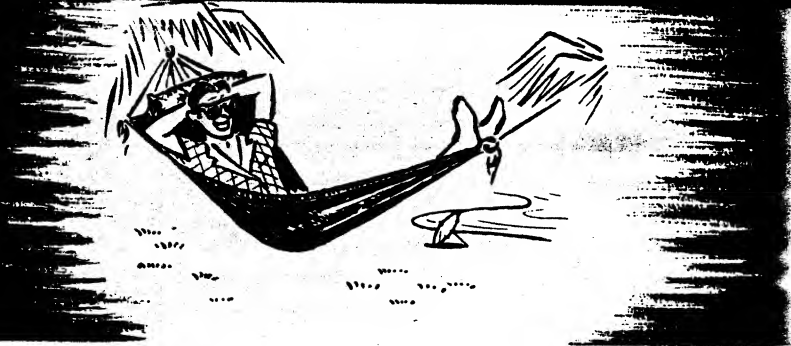
Newly elected members of the Mt. Pleasant Activities Committee discuss plans for the 1957-58 season. L-r: Gladys Hills, Hope Fitch, Esther Proctor, Harry Ross and Ed Gillett hold their first meeting.



Jack Finley (l) (Traffic) and Charley Rupert (center) (International) register Marvin Deede (r), president of the Iowa Junior Chamber of Commerce, for the State Jaycee board meeting which was held recently in Ft. Madison. (Evening Democrat Photo)



Leland Goosey (l) (Plastic Fab), a past state VFW commander, accepts flag which flew over nation's capitol. The presentation was made by Iowa's Representative Fred Schwengel (r) during Leland's recent visit to Washington where he attended the annual VFW dinner honoring members of Congress.



Herman Hellige, retiring from Occupancy, poses under a portrait of the company's founder who hired him 33 years ago.



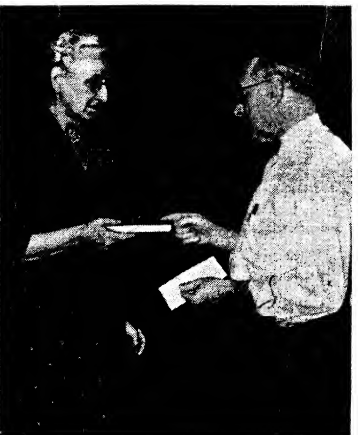
William H. Kiehne (l) receives a Signature ensemble from Credit Manager Louis Koch (r) on behalf of Bill's fellow workers.



Molding Dept. manager Malcolm Evans (r) presents a gold watch and a box of fishing tackle to retiring employee Tom Boovis (l).



Leo Daugherty (Occupancy) retiring after 15 years as a fireman, looks forward to visits to California and Florida.



Hazel Metcalf (Pencil) bids farewell to her former boss, Earl Lalone who took the occasion to present Hazel with a Signature ensemble.



Retiring after 10 years in the Service Dept., Savilla Walker plans a visit to San Francisco and perhaps a little gardening later.

Six veteran employees with service records totaling 112 years joined the ranks of retired Sheaffer employees on February 28.

Oldest of the retirees in point of service was Herman Hellige (Occupancy) who was hired by W. A. Sheaffer, the company's founder, as a truckdriver on Feb. 1, 1924. Herman transferred to Occupancy as a guard and watchman on Jan. 31, 1942 and has been a guard and watchman since that time.

William H. Kiehne, with the next longest service record, joined Sheaffer's Aug. 6, 1928 and has been with the Credit Dept. since that time. Other retirees are Leo Daugherty (Occupancy) who joined the company in the Maintenance Dept. Aug. 7, 1941, transferred to Occupancy as a fireman in Dec. 1, 1941; Hazel Metcalf who started with the Pencil Dept. Jan. 3, 1943 and has been there since; Tom Boovis (Molding) who started with the old Radite Dept. Aug. 12, 1945 and transferred to Molding Dec. 11, 1947; and Savilla Walker, who has been in the Service Dept. since joining the company March 18, 1946.

Just what are the future plans for the six retirees?

HERMAN J. HELLIGE (Occupancy)—I'm going to do a lot more hunting and fishing now that I have the time for it. That will keep me pretty busy. Then maybe a little latter my wife and I will go down to Louisville for a visit with our son.

WILLIAM H. KIEHNE (Credit)—I haven't made up my mind yet just what I'm going to do but I know I'll keep busy. Now I'll have more time to spend with my family and my grandchildren and to take a few trips.

LEO DAUGHTERTY (Occupancy)—We've got some relatives in California and Florida so we're hoping to get to see them now that I have the time to travel. And in between times I'll do a little fishing now that the nice weather is coming.

TOM BOOVIS (Molding)—Fishing and taking care of my garden will take up most of my time. Then of course I'm going to take it easy and do some of the things I've always wanted to do.

SAVILLA WALKER (Service)—I'm planning a trip to San Francisco to visit my brother. He's been wanting me to come out and now that I have the time, I may go out this summer. Right now however I'm just going to rest up.

HAZEL METCALF (Pencil)—I'm leaving within the next day or so for Texas to visit relatives and friends there. However, when I get back I'm going to brush up on my piano lessons and get back to teaching piano again.

Diversification Study Undertaken By Company

Possible diversification of the company's present interests is being studied by the New York industrial diversification consulting firm of McClellan and Burck.

The pen company has considered additional diversification of its activities for sometime and the retention of the New York firm provides the company with the services of experts in this complex field.

President W. A. Sheaffer II cited the establishment of the company's Tool & Die division in 1953 as a logical step in the diversification of the company's interests.

"It gives us production control over the tools necessary for precision manufacture of Sheaffer writing instruments and has placed our company in a completely new field where it is doing work for some of the country's leading industries."

The present diversification study is being undertaken by McClellan and Burck to determine whether further diversification is advisable and to investigate industrial fields offering the greatest potential.

Regardless of the results of the study as to the advisability of diversifying, the Sheaffer Pen Company will continue in the writing equipment field where it occupies a position of leadership," Mr. Sheaffer said.

"Growing acceptance of mechanical writing instruments and the annual increase in school age population promise steadily expanding markets for writing equipment. However, we consider it logical to investigate thoroughly all possibilities for expansion whether in the writing instrument field or in an affiliated area of a completely new industry."

Sheaffer Foundation Aids 19 Colleges

Grants totaling \$9,500 have been distributed to 19 Iowa independent liberal arts colleges by the W. A. Sheaffer Memorial Foundation.

The recipients of the gifts are members of the Iowa College Foundation which was organized in 1952. Since that time the Sheaffer Memorial Foundation has given \$365,000 to the participating colleges.

March, 1957

SHEAFFER TO SPONSOR 'PRIVATE SECRETARY' STARTING APRIL 2



ANN SOTHERN AS "SUSIE" IN "PRIVATE SECRETARY"

America's best known secretary will become Sheaffer's top TV salesman starting April 2 when the company begins sponsorship of "Private Secretary" starring Ann Sothern on the CBS-TV network.

The program will be seen Tuesday evenings at 7:30 p.m. (CST) in the same time slot in which our previous program "The Brothers" appeared. "Private Secretary," a light humorous comedy program, will replace "The Brothers" which is being dropped by the company. Alternating sponsor with Sheaffer's is Lever Brothers which will use the show to promote Dove, its new toilet soap.

Sponsorship of "Private Secretary" will be an important part of the pen company's spring promotional campaign. This well-rated program which dramatizes the adventures of America's best-known secretary is a logical advertising vehicle for the largest domestic producer of quality writing instruments, the tool of the secretary's trade. Besides being ideally suited to effective point-of-sale promotion, it affords Sheaffer dealers excellent opportunities for local tie-ins with network television.

Sheaffer's White Dot Snorkel fountain pens, as well as its ballpoints and cartridge pens, will be featured in the "Private Secretary" commercials.

Sponsorship of "Private Secretary" gives Sheaffer's a second major TV advertising vehicle during April. In addition to "Private Secretary," Sheaffer Snorkel ensembles are being plugged each Sunday night on the high ranking Ed Sullivan show as prizes in the \$450,000 Mercury contest. The commercials on the Statesmen ensembles will run each Sunday through the close of the contest on April 20.

SHEAFFER'S

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EDITOR - - RAY PETERSON



These six high average bowlers in the Sheaffer Men's League will compete this month in Hochstadter's Individual Bowling Classic in Chicago. The six, sponsored by the Activities Committee, are: l-r: Lewis Pool (Tool & Die), Corky Cowles (Tool & Die), Bob Consbrock (Engineering), Orv Richardson (Pencil), Jack Richmond (Tool Room) and Al McDonnell (Maintenance).

Shirley Hughes Wins City Bowling Title

Shirley Hughes (Executive) rolled a 634 series on the Rodeo City bowling alleys to win the singles championship in the annual Ft. Madison Women's Bowling Association tournament.

Several other Sheafferites also chalked up victories in the tournament. Darlene Cornell (Patent Research) paired with Lorena Wilcox (Gold Nib) to win the doubles crown with 1197 pins. Lorena also bowled series of 513, 580 and 531 for a 1624 total and the scratch all-event title.

Members of the Eitman squad which won the team title with 2655 pins included Billie Mitchell (Traffic), Millie McCabe (Pencil), and Patty Wolf (Engineering).



Jerry Koeber (r) (Personnel) and Dorothy Billman (Personnel) issue cards to a group of Pen Assembly Dept. employees for the free chest X-rays which the company provides annually.

R. L. PERRY PROMOTED

Robert L. Perry, son of Jim Perry (Maintenance) has been promoted recently from airman first class to staff sergeant at Truax Field, Madison, Wis., where he is presently stationed with the Air Force.

Robert, who is on military leave from the company, formerly worked in the Maintenance Dept.

New WASPCO Councilor

George Luegering (Gold Nib) has been elected to the WASPCO Council to replace Ralph Kamp who resigned from the council. George will represent Gold Nib employees in matters before the council.



At the Mt. Pleasant plant, Esther Proctor (front) emerges from the mobile X-ray unit followed by Lois Scarff. Free chest X-rays were provided for the company's employees at all of the Ft. Madison and Mt. Pleasant plants.

Orv Richardson Leads Mens Bowling League

Orv Richardson (Pencil) with an average of 181 took high individual average honors for the season as the Sheaffer Men's Bowling League wound up the season on the clubhouse alleys.

Bob Consbrock (Engineering) had the high individual game of 237 for the year while Corky Cowles (Tool & Die) rolled the high series of 633. The Tool Room team took the high team honors with 938 pins while Tool & Die captured the high team series with 2661.

Other results:

High Individual Average

Orv Richardson	181
Jack Richmond	172
Clarence Cowles	171 + 49
Bob Consbrock	171 + 27

High Individual Game

Bob Consbrock	237
Clarence Cowles	236
Orv Richardson	233

High Individual Series

Clarence Cowles	633
Orv Richardson	629
Lewis Pool	602

High Team Game

Tool Room	938
Gold Nib	931
Office	926

High Team Series

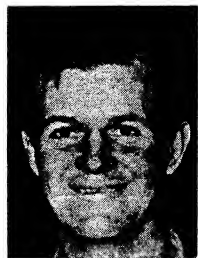
Tool & Die	2661
Gold Nib	2639
Pencil	2627

Photo Forum

The mounting highway accident toll is becoming a major problem to local, state and national authorities. This month we turned to some of our employees for their views on the subject.

How do you think we can best help reduce the highway accident toll?

DORIS VRADENBURG (Tool & Die)—By cutting down the speed of new cars coming out and by obeying all the traffic laws. That would help greatly to cut down accidents I think.



NORM HATALA (Tool & Die)—I think a major portion of the accidents is due to speed — too much speed and power for the cars we have. Wider highways together with more safety features on new cars instead of more power and beauty would do a lot to reduce accidents.

HELEN VAN AUKEN (Mail)—It seems to me that if everyone would practice the golden rule there would be a lot less accidents on the highway. Too many accidents are just the result of people being selfish and thoughtless.



STAN FAIRLIE (Addressograph) — Having your car tested periodically would help a lot in cutting down highway accidents. Many of these could be prevented if the cars involved had been in tip-top shape and if the brakes were in good mechanical order.

JOAN LAUGHLIN (Inspection) — By maintaining a good state highway patrol, establishing a speed limit on the highways and by enforcing this speed limit.



DARWIN CUTHBERT (Shipping) — We could have more divided highways. Another way would be to make delinquent drivers take a driver's education course like I believe they are now doing in Des Moines.

SHIPPING NO. 1 WINNER IN WOMEN'S TOURNAMENT

Shipping No. 1 took a nine pin lead over Traffic to win the team event in the Sheaffer Women's Bowling tournament on the clubhouse alleys. The winners rolled up a total of 2,604 pins to Traffic's 2,595.

Members of the Shipping No. 1 team were Betty Wegs (Plating), Arletta Roxlau (Shipping), Mary Thompson (File), Mary Ussery (Advertising) and Rose Ann Weidel (Shipping).

Office and Metal Fab tied for third place in the tournament with 2,567 pins while Pencil, with the high single game of 722 pins, finished in fifth with 2,531 pins. Gold Nib followed with 2,469 while Cashiers wound up with 2,453.

The women next move into singles and doubles competition.

FIVE SHEAFFERITES WIN IN MUSCATINE TOURNAMENT

Five Sheaffer employees finished in the money in the Pearl City Bowling Tournament at Muscatine recently.

Lorena Wilcox (Gold Nib) won the women's title with a high series of 643 and then paired with John Williams to finish 10th in the mixed doubles with a total of 1097 pins.

Betty Chock (Sales), and her partner put together a total of 1079 pins to finish 12th in the mixed doubles.

Others placing in the money were Osa Wilsey (Accounting), Aurelia Atkinson (IBM) and Orville Richardson (Pencil).

New Cub Scoutmaster

Harry Ross (Mt. Pleasant) has recently been appointed cubmaster of Cub Scout Pack 28 at Mt. Pleasant, replacing Herb Brase (Mt. Pleasant).

THE 1957 TAX BITE IN THE 8-HOUR DAY



The average \$4,500-a-year man must work 2 hours and 26 minutes of his eight-hour day to pay for his taxes, according to the Tax Foundation. As the clock shows, more time is spent working for taxes than for food and other items.

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President W. A. Sheaffer II (l) of the Sheaffer Pen Co. and Fred L. Maytag (r), president of the Maytag Co. accept "Distinguished Achievement" plaques from Richard I. Rubin (center), president of the Golden Slipper Square Club, during ceremonies in Philadelphia. The two Iowans were among 13 "Young Men of Achievement" in industrial, professional or governmental life honored by the Masonic organization.

Service Anniversaries

—30 YEARS—

Harley Brown—Plating
Harry D. Wallis—Metal Fab.

—15 YEARS—

Lillian Brown—Plastic Fab.
Marie Yoder—Pen Asmb.
Freda Schneider—Pen Asmb.
Osa Wilsey—Accounting
Helen Vass—Service
Levi Rice—Plastic Fab.
Fred Galbraith—Scrip
John Herold—Occupancy
James Comstock—Gold Nib
Robert Clark—Development
Arthur Lowe—Pen Asmb.

—10 YEARS—

Virginia Spring—Gen. Adm. Oper.
Dorothy Gorrell—Accts. Rec.
Pauline Reuther—Service
Gladys Herron—Desk Stand
Goldie Thompson—Plant No. 3
Annetta J. Smith—Plant No. 3
Ruth Bates—Plant No. 3
Lois Almond—Plant No. 3
William Schroeder—Occupancy
Ettore Serangeli—Credit
Clinton Dodds—Engineering
Claudius Magee—I.B.M.
Herbert Brase—Plant No. 3

—5 YEARS—

Monique Marshall—I.B.M.
Clarence Norman—Tool
James Sweezer—Occupancy

Mt. Pleasant Dance

The Mt. Pleasant Activities Committee sponsored a Valentine Day's dance at the Mt. Pleasant VFW hall. Dancing was to the music of the Gordonaires.

Heads Rotary

Greg Rouleau (Public Relations) has been elected president of the Ft. Madison Rotary Club for the 1957-58 term.

On The Cover

Corky Cowles Wins Ball The Hard Way

Corky Cowles (Tool & Die) won the bowling ball which is awarded each year in the Men's Bowling League—but he did it the hard way.

Corky, who normally works from 3 p.m. to midnight at the Tool & Die plant, volunteered to work from 9 p.m. through 6 a.m. if he could get off for a few hours to bowl the final series of the season.

Although trailing 14 pins behind Lewis Pool (Tool & Die), Corky put on the pressure and came through with a 590 series to establish a season average of 171. With the bowling ball clinched, Corky returned to his job.

Orv Richardson (Pencil) had the high average for the year—181 but since he had won a bowling ball before, was ineligible to win it again this year. Instead Orv received a Sheaffer desk set for his high average.



On the receiving end of this handsome desk set is no less a personality than Forest Evashevski (r), head coach of the University of Iowa's Rose Bowl Champions. The Iowa grid mentor was presented the trophy set by Bob Heikal (l) (Engineering), president of the Foremen & Supervisors Club, following Evashevski's talk before the group.

SHEAFFER'S *Review*

SHEAFFER'S REVIEW



SHEAFFER STOCKHOLDERS TO VOTE MAY 23 ON STOCK RECLASSIFICATION AND SPLIT

Stockholders will vote at the annual meeting May 23 on a proposed reclassification and two-for-one exchange of the company's common stock.

If the proposal is approved in its present form, stockholders will receive one share of Class A non-voting stock and one share of Class B voting stock in place of each share of the present common stock they now hold.

The two proposed classes of stock will share equally in dividends and will have the same rights, privileges and limitations as the present common stock except that the Class B stock will have full voting rights whereas the Class A stock will not.

Board chairman C. R. Sheaffer explained that "the reclassification will give our stockholders greater flexibility in handling their investments and will make available non-voting stock for possible future use in business acquisition or diversification opportunities.

"Many corporate stockholders are reluctant to convert some of their share holdings into cash when this means decreasing their voice in the affairs of the company whose stock they own," he said. "Our proposal would permit Sheaffer stockholders to preserve their voting rights by retaining their Class B shares while being in a position to dispose of some or all of their Class A non-voting shares.

"This would afford Sheaffer stockholders the opportunity of diversifying their investments, providing funds for estate or inheritance taxes, making charitable donations or obtaining needed cash without lessening their control and voting rights."

Midwest Listings

The current stock is listed on both the Midwest Stock Exchange and the New York Exchange. If the stockholders approve the proposal, the company would apply only to the Midwest Stock Exchange for a listing of the new Class A and Class B stock, Mr. Sheaffer pointed out.

"There are several reasons for this," he said. "It seems logical for a company headquartered in the midwest to list its stock on the stock exchange located there. Our experience since going on the Midwest Stock Exchange last November substantiates our conviction that it provides excellent market facilities and services for the buying and selling of our stock.

"Additionally, the New York Stock Exchange does not list non-voting stock such as our proposed Class A stock. And it does not seem advisable to list

the Class B stock on the New York Stock Exchange with the Class A stock listed on the Midwest Exchange or to list the Class B stock on both exchanges because this would tend to dilute trading in each class of stock."

Insurance Benefits For Employees Increased

Accident and sickness weekly benefits for Sheaffer Pen Company employees have been increased under the company's amended group insurance plan.

The new plan, effective March 1, provides an increase of \$10 in weekly benefits. It also makes possible benefits for the first week of sickness depending on the duration of the disability. In the past, employees could receive no benefits for the first eight days of sickness.

As part of the new plan, Sheaffer's will underwrite 45 per cent of the cost of the group insurance premium while the employee will pay 55 per cent of the cost. In the past Sheaffer's has paid 40 per cent of the group insurance premium while the employee has borne the remaining 60 per cent. The added benefits for employees covered by the group insurance plan will cost the company an additional estimated \$15,000 a year in premiums.

Leland Goosey Named As Civil Defense Chairman

Leland D. Goosey (Plastic Fab) is the new chairman of the Lee County Civilian Defense setup.

Leland, a former state commander of the Veterans of Foreign Wars who has been active in VFW and community affairs for many years, was appointed to the post recently by Governor Herschel C. Loveless. The county chairmanship had been vacant for several months before Goosey's appointment.

Sheaffer Retains Three Handwriting Experts

Three educators who originated and are directing a broad scale remedial handwriting program in the Philadelphia secondary schools have been retained as handwriting consultants for Sheaffer's.

The three are Wesley E. Scott, director of commercial and distributive education for the school district of Philadelphia, and his assistants, handwriting specialists Matthew M. Jasner and Leon Rubin.

Retention of the three experts on handwriting and handwriting instruction is part of the company's program to increase appreciation for legible handwriting and to help improve the teaching of handwriting.

"While many businessmen and educators have been wondering 'why Johnny can't write' the Philadelphia school system has been taking progressive action to improve teen-agers' handwriting," W. A. Sheaffer II, president, pointed out. "We believe the counsel of the three educators responsible for operation of the successful remedial writing project in Philadelphia can help our company increase its contributions to better writing, particularly in the field of handwriting instruction."

Illegibility Costs Millions

The Philadelphia project was started nearly three years ago as a result of discussions between Mr. Scott and businessmen, particularly retailers, who complained that illegible handwriting was costing them millions of dollars annually. The handwriting improvement program followed.

Initial efforts in establishing the program included a year of exhaustive surveys of writing instruction methods, preparation of manuals and visual aids and development of a diagnostic and remedial handwriting course for secondary schools. The course was tested and improved over a period of two years. Results justified expansion of the program, according to Mr. Scott, and in the Spring term of 1957 about 12,000 students in secondary school commercial classes are taking the course.

Philadelphia school authorities are now exploring means of extending the instruction to poor writers in non-commercial schools, Mr. Scott said.

Goings On...



Four employees receive solid gold desk pen sets from W. A. Sheaffer II upon completion of 30 years of service with the company. L-r are Harry Wallis (Metal Fab), Floyd Hancock (Pencil), Mr. Sheaffer, Arthur Steeples (Plastic Fab) and Harley Brown (Plating).



Members of the Sheaffer Women's Bowling League hold their annual dinner at the Sheaffer clubhouse to mark the end of the bowling season.



Lorena Wilcox (r) (Gold Nib) distributes prizes to individual winners at the annual bowling banquet. L-r are Erma Terry (Pencil), Sally Koellner (Metal Fab), Audrey Edlen (Traffic), Ann Dodge (Pay-roll), Mary Ussery (Advertising) and Arletta Roxlau (Shipping).

Anyone you know? Yes, it's Frank Collins (Shipping) who took part in the La Harpe, Ill., PTA Minstrel show recently.



Karl F. Dinnauer (center) (International) is greeted upon his arrival in Buenos Aires by Geraldo Brito de Macedo, (l) Sheaffer's ad representative in Uruguay and Argentina, and Roberto Milburn (r), Sheaffer's distributor in Uruguay. Karl recently completed a swing through South American countries.



Powell Taapken (l), chairman of the Activities Committee, presents a bowling ball to Lorena Wilcox (Gold Nib), high singles winner in the women's bowling league, while Orv Richardson (Pencil) and Corky Cowles (r) (Tool & Die) look on. Orv, high singles winner in the men's division, received a consolation prize since he had previously received a ball within the past five years and was therefore not eligible to receive another. Corky was the next bowler eligible to receive the bowling ball.



Remember When . . .

“Remember the good old days?”

That’s a pleasant question. Generally, it starts a pastime enjoyed by nearly everybody—recollecting the happy times of bygone days.

Standard equipment for the pastime is—or seems to be—a pair of rose-colored glasses. For, generally, yesteryear assumes a rosy haze that makes our todays seem pretty unromantic.

But if our memories could shake off the narcotic of nostalgia and see the past as it really was, we might realize that much of our enjoyment in recollecting comes from knowing that the most fondly remembered yesterdays are those that helped make today a better day.

Most of us who lived in the Fort Madison area a generation ago will recall the warm comfort we felt when hearing the shrill whistle of a far-off railroad engine. We hear them no more, now that diesels have replaced Old 99. And we miss them. But, we don’t miss the dust and bumps of a train-ride to Chicago behind those high-voiced engines—thanks to air-conditioned cars and improved road beds.

‘Old Swimmin’ Hole

Middle-aged Fort Madisonites may look back with

nostalgia to swims in the Mississippi shallows along the edge of town. But it’s doubtful that the “ole swimmin’ hole” would have been popular if the community or country club pools had been available in the 20’s.

The family head paying monthly for that new car may shake his head ruefully over auto price increases since ’27, when he could get a car for about \$800. But he’d probably nod approvingly if he realized a car actually costs him less than it did 30 years ago. It took the 1927 factory worker about 33 weeks, or 1,475 working hours, to earn the price of a car. Today it requires only about 29 weeks or 1,160 hours.

Good Old Days

Sure, the 20’s were “good old days” for Sheaffer Pen people, for Fort Madisonites and for their fellow Americans. But, they were especially good because what was happening then—what Sheaffer Pen people, Fort Madisonites and Americans made happen then—contributed to making today a better day, even better than those fondly remembered yesterdays.

So, shining the light of reality through the rosy haze of happy recollection, let’s take a look at the yesterdays of a generation ago, 30 years back, and compare them with the todays they produced.



30 YEARS AGO . . .

About 30 hours' work was required to purchase a week's food for the typical wage earner's family.

Sheaffer employees gobbled lunch from a lunch pail or paper bag, or trudged home for lunch.

About one-tenth of Sheaffer employees drove to work in automobiles.

Air conditioning in factories was just a dream of architects.

Few Sheafferites enjoyed vacations far from home—because travel was slow, inconvenient and relatively expensive.

When Sheaffer employees finished work on winter evenings 30 years ago, most of them returned to homes only half heated.

Fort Madison housewives kept provisions in ice-boxes, with a few fortunate exceptions owning skimpy refrigerators.

The family gathered around the radio, generally a crystal set, to listen to one or two stations.

Profit-sharing for employees was just one of management's fond hopes.

Sheaffer stockholders received \$89,884 in dividends.

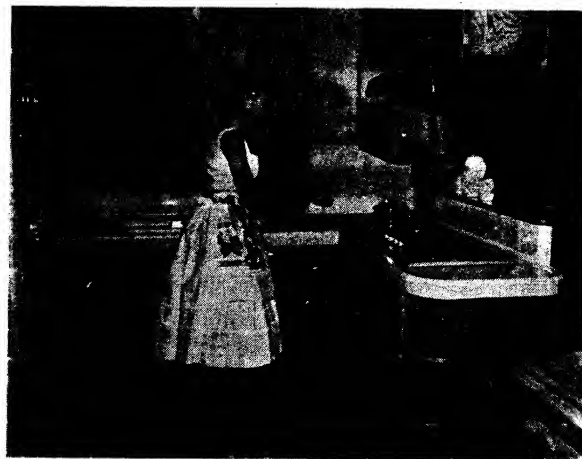
Sheafferites provided their own entertainment and relaxation facilities.

The total payroll in 1926 was \$978,734.

Sure, those were the "good old days." But, it's doubtful that any of us would want them to come back, anymore than we'd want the return of the trollies on G Street.

If Fort Madison's Old Timers of 30 years ago could walk down F Street, drop into any home on E Street, or visit the Sheaffer plant—they'd call this an Era of Miracles. And it is. But, so was their era, as today's developments testify.

Perhaps the most remarkable thing the Old Timers would see in our era is that few who are part of it find it remarkable. The advances of science and industry that have made today what it is are part of an orderly development to which we give many names. Sometimes we call it "business," or "doing business." Sometimes we call it "free enterprise" or "the free enterprise system", or "The American Way". The name isn't important. It's results that count. Looking back through the "yesterdays" we see that this system of ours has made constant progress in producing more good things for more people.



. . . BUT LOOK AT TODAY

About 12 hours' work pays for the week's food for a typical wage earner's family

The plant cafeteria provides a variety of wholesome meals in a pleasant, relaxed atmosphere.

525 individual parking spaces are assigned by name to Sheaffer employees.

Sheaffer factory and office employees work in air-conditioned surroundings.

Today Fort Madison is just a day away from any section of the country by air. And thanks to the modern auto and improved roads, the whole family can enjoy vacation travel.

Central heating supplies warmth to every room in the house in nearly every Fort Madison home.

Mrs. Fort Madison has a commodious refrigerator and chances are good that it contains a freezer.

Today most homes have several radios and television has brought the rest of the world into the living room.

In the past fiscal year, quarterly profit-sharing payments to Sheaffer employees averaged 21¼ per cent of their earnings.

In the past fiscal year they received \$1,485,072.

Last year the Sheaffer Club House served Sheafferites every night and the Employees Park was visited constantly in the clement months.

Last year it was \$8,899,565.

SHEAFFER'S

REVIEW

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W. A. SHEAFFER PEN COMPANY

General Offices and Factories
Fort Madison, Iowa, U.S.A.

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Mt. Pleasant, Iowa, U.S.A.

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EDITOR - - RAY PETERSON

Four Compete in International Bowling Meet

Time and distance mean nothing to dyed-in-the-wool bowlers.

Take the case of four Sheaffer bowlers—Betty Chock (Sales), Lorena Wilcox (Gold Nib), Darlene Cornell (Patent Research) and Dorothy Hoenig (Accounting). After finishing up their work week one Friday recently, the four drove all night to Dayton, O., to participate in the Women's International Bowling Tournament. They arrived in Dayton early Saturday morning, rested up during the day and then bowled from 10:30 p.m. until 1 a.m. Sunday.

After time out for a few winks of sleep, something to eat and a little relaxation, the girls were back on the alleys at 1 p.m. Sunday for two more hours of bowling. Then they hopped in their car about 4:30 p.m., drove throughout the night and arrived in Ft. Madison at 4 a.m. Monday morning in time to catch a little sleep before reporting for work at 8 a.m.

Although the results of the tournament won't be known until June, at least two of the girls stand a chance of placing in the money. Lorena paired with Darlene to place fourth in the doubles competition with 1044 pins. Lorena also rolled a 556 to end up in sixth place in the singles event.

SHEAFFER GRANT

A \$25,000 grant from the W. A. Sheaffer Memorial Foundation was made recently to Iowa Wesleyan College in Mt. Pleasant. The money is to be used by the college for expansion and development of its facilities.

GODERICH PLANT HOLDS DANCE, SKATING PARTY

The Activities Committee at the Goderich plant held a skating party and dance recently at the Goderich Memorial Arena.

A highlight of the evening's program was the annual hockey game between the Staff team and the Factory team in which the Staff edged the Factory icemen 3-2.

The drawing for an automatic electric coffee perculator was won by Thelma Collinson while the door prize went to Jean Venn. Winners of the spot dance were Marion Fellows and her partner, Wilfred Austin.

Gord Kerr, editor of the Goderich plant's Activities Committee News, used his recent stay in the Goderich Hospital to good advantage.

In addition to clearing up an infection which hospitalized him, the lengthy confinement in the hospital enabled him to complete Tolstoy's voluminous novel "War and Peace"—something he has wanted to do for many years but never seemed to find time.

Sheaffer salesmen throughout Canada and the provinces will convene in Goderich early in May to attend the two-day sales meeting at which they will hear plans for making the year ahead one of the biggest in the company's history.

The number of musically talented employees at the Goderich is surprising.

Five Sheaffer employees are members of the Harboursaires, a local harmony group which has appeared on CKNX-TV on several occasions.

The five, who also appeared in a recent concert at the Goderich Collegiate Institute, are Eric Smith, Reg Huckins, John Moloney, Charles Cadman and Bruce Clifford.

In addition, Eric Smith, Tony Etue, Harold Gauley and Eddy Pridmore are members of the Goderich Pipe Band. Eric, Tony and Harold play the bagpipes while Eddy is lead drummer.

Departmental managers Art Alley (Fabrication) and Larry Owles (Quality Control) attended a quality control forum sponsored by the American Society of Quality Control at the University of Toronto recently.

Service Anniversaries

—30 YEARS—

Fred Foehring—Gold Nib

—20 YEARS—

Lee Ross—Development

—15 YEARS—

Velda Schrepfer—Pencil

Sophia Sacasky—Shipping

Roger Croll—Plastic Fab

Walter Watson—Metal Fab

Ralph Frye—Metal Fab

Kenneth Miner—Engineering

—10 YEARS—

O. Ruth Slagel—Skrup

Nina Jeffery—Skrup

Nora Ebinger—Service

Bessie Belles—Plant No. 3

Paul Gardner—Plant No. 3

Ernest West—Engineering

Ivan Simmons—Molding

R. Dave Hug—Engineering

—5 YEARS—

Chelsea I. Warson—Cafeteria

L. Effie Perry—Cafeteria

Pauline Bernhardt—Cafeteria

Robert Crockett—Sales

Carl Holtz—Service

Activities Committee Elects New Officers

Ed Gillett was elected chairman of the Mt. Pleasant Activities Committee for the 1957-58 season at a recent meeting of the new committee members.

Esther Proctor was named secretary for the group.

Other members of the new committee include Gladys Hills, Hope Fitch and Harry Ross.

NAMED AREA CHAIRMAN

President W. A. Sheaffer II has been named area chairman of the Iowa College Foundation. The foundation is composed of 19 independent non-tax supported colleges throughout the state.

Boat hobbyists George Robertson and Heinz Albrecht are busy putting the finishing touches on their new boats which they expect to have in the water shortly. George has been busy all winter working on a 12-ft. bantam cruiser which he hopes to launch early in May while Heinz has a 15-ft. sail boat with a Marconi rig nearly completed. Heinz hopes to have the speedy little boat in the water by July.

Sheaffer's Review

GODERICH STARTS NEW EMPLOYEES BULLETIN

The Activities Committee News, a five-page monthly publication containing news of plant and employee activities at the Goderich plant, made its debut with the March issue.

The new publication, edited by Gordon Kerr, gives employees of our Canadian plant a newspaper of their own, made up entirely of local news. Assisting Gordon Kerr as departmental correspondents are Jean Maguire (Office), Janet Morely (Service), Joan Morris (Assembly), Marion Fellows and Grace Thompson (Fabrication), Yvonne Anstay (Gold Nib) and Heinz Albrecht (Tool Room). Larry Owles (Inspection) contributes the art work for the attractive front cover of each issue.

Copies of the Canadian plant's Activities Committee News will be kept on file in the Public Relations Office at Ft. Madison in case any of our employees would like to look over the new publication of the Canadian plant.

TOASTMASTER VEEP

Don Johnson (Sales) was recently elected administrative vice president of the Rodeo Toastmasters Club of Ft. Madison.

Taapken, Hug, Wilsey On Activities Board

Powell Taapken (Engineering) has been elected chairman of the Activities Committee Board of Advisors for the 1957-58 season.

Powell, who has long been active in employee activities, will work closely with Dave Hug (Engineering) who was named secretary and Osa Wilsey (Accounting) who was elected treasurer.

Under the new makeup of the Activities Committee as approved by the WASPCO Council at its recent meeting, the Council elects three employees to serve with a representative of the Personnel Dept. as the board of advisors on employees recreational activities.

The board of advisors will prepare a program of recreational activities and appoint a chairman for each project. Chairmen in turn will select their own committee members to work on his particular recreational project.

The first activity of the new committee for the 1957-58 season was the Easter Egg Hunt which was held at the Sheaffer Employees Park for employees youngsters.

Millie Roush Winner In Bowling Tourney

Millie Roush (Gold Nib) captured the singles crown in the Sheaffer Women's Bowling tournament while Rosemary Vanstrander (Traffic) paired with Shirley Hughes (Executive) to win the doubles title on the clubhouse alleys.

Millie picked up 625 pins in the three-game series to win the singles event while Betty Chock (Sales) finished in the runner-up spot with 607 pins and Shirley Hughes was third with 595.

Rosemary and Shirley easily outdistanced the doubles field with their 1238 pins. Sally Koellner (Metal Fab) and Erma Terry (Pencil) finished second with 1095 and Rose Ann Weidel (Shipping) and Arletta Roxlau (Shipping) were the number three spot finishers with 1064.

The results:

SINGLES

Millie Roush	635
Betty Chock	607
Shirley Hughes	595
Arletta Roxlau	546
Ann Dodge	546
Erma Terry	640

tie

HIGH SINGLE GAME

Roush	226
Hughes	226

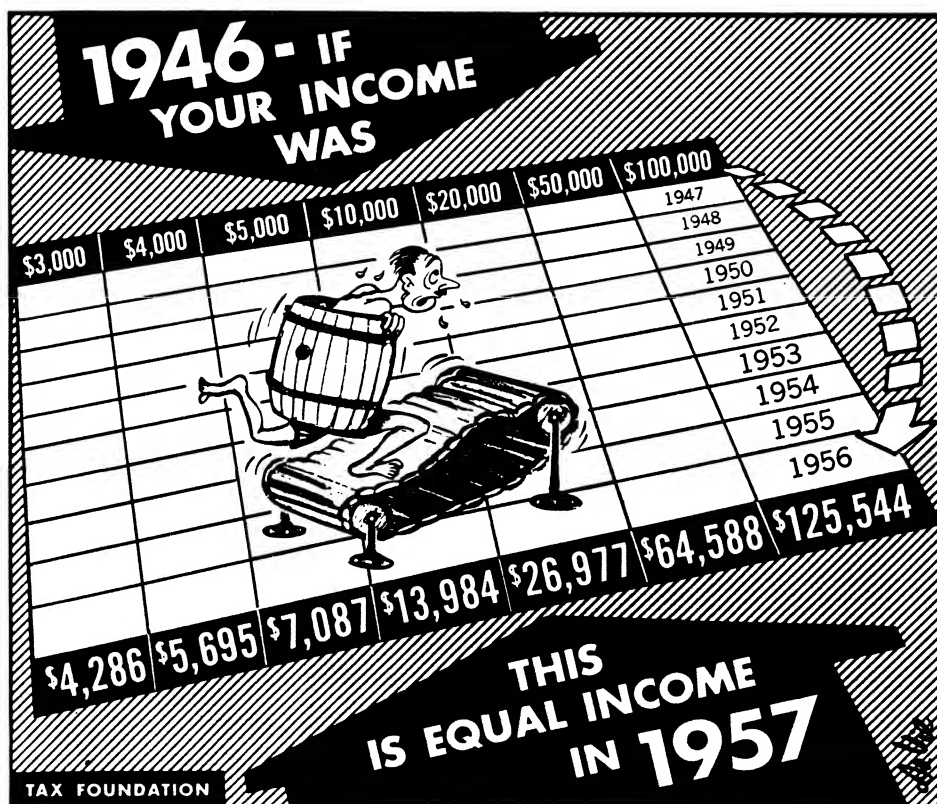
tie

DOUBLES

Vanstrander-Hughes	1238
Koellner-Terry	1095
Weidel-Roxlau	1064
Mitchell-Edlen	1050

HIGH SINGLE GAME (Doubles)

Vanstrander-Hughes	422
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This Tax Foundation chart shows (by selected income brackets) the amount of income required in 1957 for a taxpayer (married with two children) to be well off—after taxes and depreciation of the dollar—as he was in 1946. Thus, the average taxpayer who earned \$3,000 a year in 1946, must now earn \$4,286 to be as well off in 1957 as he was 11 years ago.

MT. PLEASANT EMPLOYEES HOLD FIRST LUNCHEON

The Activities Committee at the Mt. Pleasant plant held its first luncheon of the year for plant employees. A number of retired employees also were on hand to renew old acquaintances during the noon hour luncheon.

Taking advantage of the first nice warm Spring weather, many employees relaxed outdoors under the warm sun as they enjoyed their meal. The program was the first project for the newly elected Activities Committee.

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Ladies...*

FOR BUSY WOMEN WHO LEAD DOUBLE LIVES—combining careers and housework—there's an easy way to budget a family's fixed expenses. Fixed expenses are all those items you know in advance you'll have to pay during the coming year, such as rent, mortgages, heating costs, utilities, taxes, insurance. Simply total all these expenses and divide by the number of paydays during the coming year, suggests the American Bankers Association. Thus you will know exactly how much money to set aside each payday for this purpose. It's a good idea to put your fixed expense fund in a bank checking account so that you can pay these bills by check and have a permanent legal record of them, too.

* * *

HOT APPETIZERS DISAPPEAR FIRST

—so it's fun to have a variety to pass. To serve from a chafing dish, here are hot Pineapple-Sausage hors d'oeuvre: Cut one package brown-and-serve sausages into thirds and brown in skillet. Remove from pan. Drain the syrup from a No. 2 can of pineapple chunks and pour the juice into a chafing dish over heat. Spear one pineapple chunk and one sausage piece on a toothpick. Repeat until sausage thirds are used up. Arrange in juice and keep warm. Makes 33 appetizers.

* * *

IN THE SPRING, A YOUNG WOMAN'S FANCY, or she tries to be. This is the time of year that little things are important to any woman's morale. A new hat, hairdo—a "new look." Why not all "new pictures?" Here are a few important pointers that make good snapshot sense. (1) Remember your new print dress will look best against a plain background. (2) Face the camera from a three-quarter angle rather than head on. (3) Look happy, but don't force a stiff smile. (4) Moisten your lips just before the shutter clicks, to make them lifelike. (5) Don't just stand there; do something. Hold a book, your sewing, or even your eyeglasses. . . . And if color film is used, your pictures will look more real.

* * *

WHO CAN RESIST THE BIG RED APPLE—or the little ones? For devotees of the baked apple, we suggest this novel and delectable method. Wash and remove cores from 6 apples. Peel about one-third down from the top. Stuff each cavity with 1 tbsp. currant jelly. Place 6 slices of enriched yeast-raised bread, sauteed in butter, in the bottom of a large baking dish. Place an apple on each. Spoon 1 to 2 tbsp. water over the apples and bread. Dot with 2 tbsp. butter. Bake at 375 degrees (mod. oven) about 40 minutes.

**BILL STEMPLE IS TRIPLE WINNER IN
SHEAFFER MEN'S BOWLING TOURNAMENT**

Bill Stemple (Tool Room) captured the singles and all-event titles in the Sheaffer Men's Bowling tournament then paired with Al McDonnell (Maintenance) to capture the doubles crown on the Sheaffer clubhouse alleys. The tournament ran from February 27 through March 15.

Stemple rolled a 616 series that gave him a five pin margin over the singles runner-up, Harold DeVol (Pencil), and took the all-events title with 1937 pins to McDonnell's 1809. In the doubles Stemple and McDonnell had 1289 pins to runner-up Harold DeVol and Roy Neal's 1225.

Tool & Die rolled a 2918 to edge the Tool Room team by two points and capture the team event.

The results:

SINGLES

Bill Stemple (Tool Room)	616
Harold DeVol (Pencil)	611
Ed Senn (Tool & Die)	606
Bill Kipp (Pilot Line)	604
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On The Cover

Whole most of us are struggling to get grass started around home, Leo Auge (above), the company's grounds supervisor, is busy keeping the green velvety lawns around the plant neat and trim. The beautiful grounds are a tribute to the efforts of Leo and his assistant, Maurice Kaltefleiter.

SHEAFFER'S
Review



Goings On . . .



Members of the Pen Assembly Dept. pitch in to dye eggs for the children's Easter egg hunt at the Employees' Park. L-r are Bob Gibbs, Dennis Moline, Mae Lynch, Nina Flynn, Doris Johnston, Geneva Simmonds, Bob Sanders, Jean Wilson, Janet Kudebeh and Joe Costello.

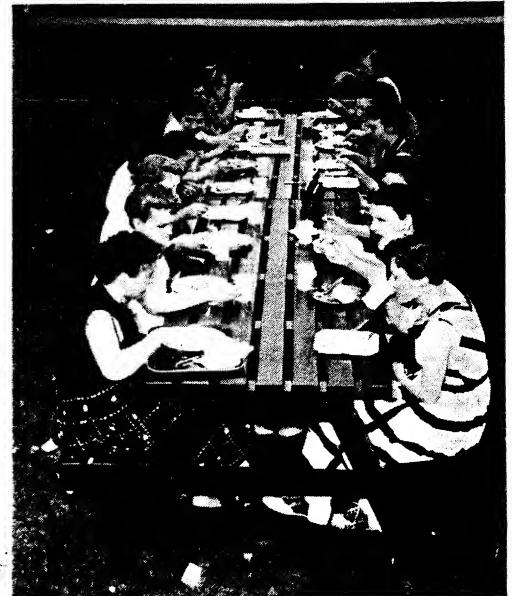


Poised and ready to begin the search for Easter eggs at the Employees' Park is this group of youngsters. The Easter egg hunt, sponsored by the Activities Committee, attracted more than 125 youngsters.



The three Philadelphia educators signed recently as Sheaffer's handwriting consultants are shown with Greg Rouleau (second from left) (Public Relations). Examining one of the teaching aids used in the handwriting program are (l-r) handwriting specialist Leon Rubin, Mr. Rouleau; Wesley E. Scott, director of commercial and distributive education for the Philadelphia school system; and handwriting specialist Matthew A. Jasner.

A group of young ladies at the Mount Pleasant plant take advantage of the first nice warm spring weather to eat their lunch outdoors.



Employees at the Mt. Pleasant plant line up to help themselves to the wide variety of food offered by the Activities Committee at its recent noon luncheon.



The concrete platform under the Mt. Pleasant plant's watertower makes a convenient spot to enjoy lunch while soaking up some sunshine.

TWO BIG EVENTS IN JUNE!

THURS. EVE.
JUNE 6

SHEAFFER'S
Family Night
**SKATING
PARTY**

AT THE
LOCAL ROLLER SKATING RINK
STOCK ROOM & WAREHOUSE COMM.
KENNY HART
SKATING CHAIRMAN

SUNDAY P.M.
JUNE 23

ALL COMPANY

PICNIC

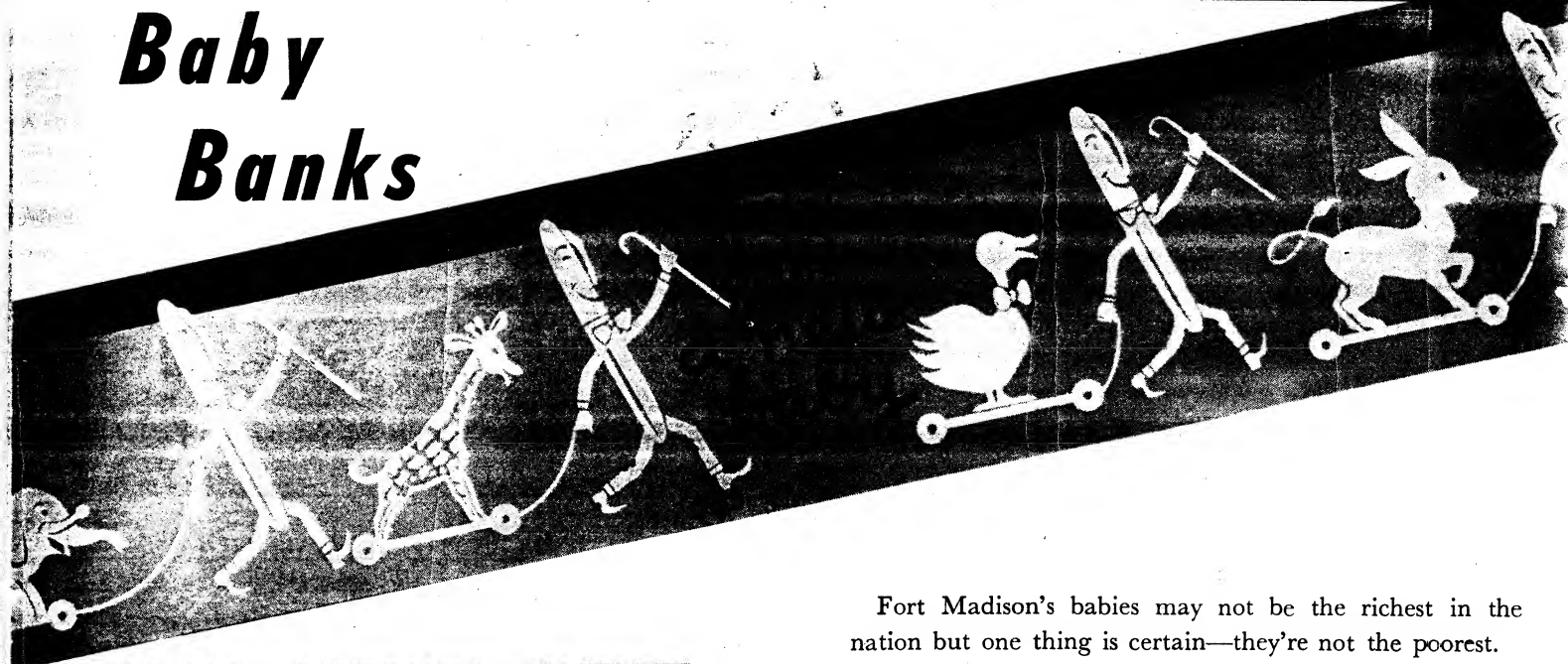
AT EMPLOYEES PARK

MEMBERS OF FOREMAN & SUPERVISOR
CLUB WILL MAKE UP THIS COMM.

CO-CHAIRMAN DUTCH ANDERSON
BOB HEIKAL

THESE EVENTS ARE SPONSORED BY...
THE SHEAFFER EMPLOYEES ACTIVITIES COMM.

Baby Banks



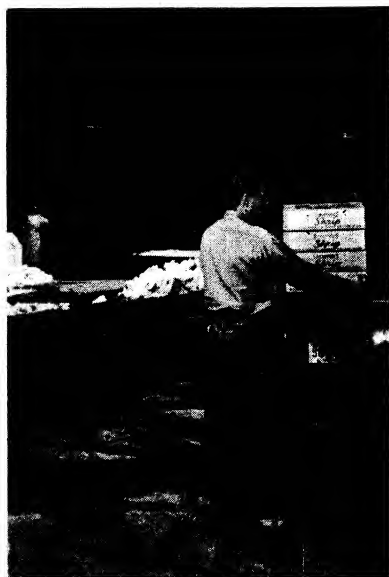
Fort Madison's babies may not be the richest in the nation but one thing is certain—they're not the poorest.

Each new arrival at Sacred Heart Hospital receives a novel Skrip baby bank full of shiny new pennies before leaving the hospital. The penny banks are exact replica's of the bottles used to ship Sheaffer's famous Skrip writing fluid, except of course the cap is slotted so additional pennies can be deposited in the Skrip bank. They're even done up in a conventional Skrip carton with a fancy pink-and-blue elephant and giraffe label.

The idea was started a number of years ago as a good-will project. Since then it has attracted attention in many parts of the country.



Rozella Martin (l) and Darlene Cowles (r) (Public Relations) fill Skrip baby banks with bright new pennies for new arrivals at Sacred Heart Hospital's nursery.



Harold Lightfoot (Stock & Warehouse) unloads cartons of Skrip baby banks at Sacred Heart Hospital.



Harold Lightfoot delivers a new supply of Skrip baby banks to Mrs. Walter Schmidt. Each new born baby at the hospital receives a Skrip bank full of bright new pennies.



Nurse's aid Mrs. Walter Schmidt (r) presents one of the Skrip baby banks to Mrs. John C. Allen, wife of John Allen (Tool & Die), for the newest member of the Allen family, shown with Mrs. Allen.

Junior Achievement Banquet



The Junior Achievement Banquet each year marks the conclusion of another successful year of "Learning by Doing" for Fort Madison's JA'ers. But in addition to winding up the JA year, the annual banquet offers an opportunity to honor those Junior Achievers who have been exceptionally outstanding in JA, school and extra-curricula activities. On this page are some of the highlights of the recent JA banquet.



Bob Lowe, son of Art Lowe (Pen Assembly), receives a \$2,000 Junior Achievement scholarship from JA director Jac Colvin (Sales) at the annual Junior Achievement banquet at Sacred Heart Hall.



Craig R. Sheaffer (r), chairman of the board of the Sheaffer Pen Company who set up the Junior Achievement program in Ft. Madison eight years ago, receives the sponsor's plaque from JA director Jac Colvin (l) (Sales). Sheaffer's sponsored two JA companies during the 1956-57 season.



Another \$2,000 scholarship goes to Adelaide Werner, shown accepting the award from Lyle Box (Sales) at the JA banquet.



Dr. Carl S. Winters, a member of General Motors speakers' bureau, was guest speaker at the annual JA banquet. He told young JA'ers they are on the threshold of a new era that offers unlimited possibilities and challenges.



The \$500 Junior Achievement scholarship goes to John Mohrfeld (right). Ed Thorn (Sales), area JA director, congratulates John on winning the award.

SHEAFFER'S REVIEW

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W. A. SHEAFFER PEN COMPANY

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EDITOR - - RAY PETERSON

An Outsider Looks At Sheaffer Pen

(The following article is reprinted from the Farrington Mfg. Company's publication "Display Box News.")

In conversation with an experienced sales executive the other day, we spoke of the Sheaffer Pen Company. Said he, "In all my experience, visiting some of the finest concerns in the country, I have found none with the drive and spirit shown by the employees one meets at Sheaffer Pen.

Of course, that means that the management is good, but there is something besides. They have instilled into everyone working there a team spirit, and, I tell you, you just can't beat it.

HIGH ON THE HOG

How much personal federal income tax did you pay in 1956 and how long did it take the government to spend what you paid?

It has been determined that if the proposed \$71.8 billion budget is approved, the government would spend: \$2,283 each second of the year; \$136,981 per minute; and \$8,218,864 per hour.

Going a little farther, at the above rates, Uncle would blow \$197,252,748 per day and \$1,380,769,230 per week.

How much did you pay in federal income taxes last year?

How long did it take the government to spend your contribution?

How long did it take you to earn it?

How about doing something to help in the drive to curb government spending?

Employees Against Work Schedule Change

The majority of employees at the main plant and the Skrip plant opposed any change in the regular work schedule in the recent vote to determine whether the schedule should be changed during the summer months.

The final tabulation of the votes showed 593 in favor of holding to the present work schedule and 546 in favor of working from 7 a.m. to 4 p.m. at the main plant and from 7 a.m. to 3:30 p.m. at the Skrip plant.

The question of changing the working hours during June, July and August was brought up at a meeting of the WASPCO Council which decided to settle the question by a general vote of the employees concerned. A 60 per cent majority in favor of the seven-to-four schedule was necessary to change the work schedule. The vote showed less than 50 per cent in favor of the change.

W.A. SHEAFFER II NAMED TO U.S. CHAMBER BOARD

President W. A. Sheaffer II and seventeen other business leaders throughout the nation were elected to the board of directors of the Chamber of Commerce of the United States recently.

Mr. Sheaffer, one of the seven new members serving a first term on the board, will represent the chamber's sixth district comprising Iowa, Illinois and Wisconsin.

White Dots Finish In Third Place At Goderich

The Sheaffer White Dots, after leading the Goderich Industrial Bowling League all season, dropped to third place in the windup of the 1956-57 bowling season.

Jim Queen, captain of the White Dots, was on the sidelines for the play-offs as the result of an ear infection which had hospitalized him for about a week. The White Dots established a team average of 182 for the season. Individual team member averages were:

Jim Queen	197
Archie McLean	195
Jim Earnshaw	192
Bert Robinson	182
Jim Reid	174
Ernie McDonald	156

GODERICH EMPLOYEES SET NEW PLANT SAFETY RECORD

The Industrial Accident Prevention Association recently presented a plaque to the Goderich plant to mark the completion of 160,000 hours of work without a lost-time accident.

It marked the first time in the Canadian company's history that employees completed that much time on the job without an accident resulting in lost time. Goderich employees are now working for the blue seal which is awarded by the association for completion of 200,000 work hours without a lost-time accident.

Goderich Mixed Bowling Trophies Are Presented

The Sheaffer House Mixed Bowling League at the Canadian plant wound up its season recently with a party at the home of Mrs. Kitty Chapman.

Members of the winning team were presented with miniature trophy ash trays. Werner Schulin, captain of the team who recently moved to Detroit, returned for the party. Other members of the winning team included Kay Gilders, Les Chapman, Millie Thomas and June Bond.

A trophy also was presented to Les Chapman who held the high triple for the season with a 726. High single for the year was 340, with Kitty Chapman receiving a handsome trophy to mark the occasion.

Goderich Activities Committee Has Party

The Activities Committee at the Goderich plant recently held a Euchre and 500 card party at MacKay Hall with more than 50 employees and guests in attendance.

Euchre winners were: Ladies' high, Wilma McMichael; men's high, Harold Stanbury; ladies' low, Millie Thomas; men's low, Gordon Jamieson.

Five hundred winners were: ladies' high, Mrs. Charles Mills; men's high, Tom Dickson; ladies' low, Fay Sheardown; men's low, Charles Mills.

The drawing for the electric frying pan was won by Grace Thompson.

C. C. Sowers Appointed

Charley Sowers, manager of the Mt. Pleasant plant, has been appointed to the Mt. Pleasant Chamber of Commerce board of directors to fill the unexpired term of Paul Desenberg, who resigned. Charley will serve on the board until December, 1958.

Strictly for Ladies...

Cheese is now generally recognized as one of those nourishing and readily digested foods which supply many of the elements essential to an adequate diet.

What is less universally known is that good cheese is relatively inexpensive although its gustatory and food values are high, and that it can be used as the perfect main dish on days when meat is not on the menu.

The following are original Swiss recipes for cheese dishes that are easy and quick to make and which satisfy gourmet and gourmand alike:

CHEESE PIE

Pie crust for 9-inch pie
 1/2 lb. Switzerland Swiss, grated
 1 tablespoon flour
 1 cup milk (or cream)
 3 eggs, well beaten
 salt, pepper to taste

Line pie dish with pastry. Dredge cheese with flour. Distribute cheese evenly in pie dish. Beat eggs well, mix with milk, season lightly and pour the mixture over the cheese. Bake 15 minutes in hot oven (400° F.) then reduce heat to slow oven (300-325° F.) and bake an additional 30 minutes, or until knife inserted in center of pie comes out clean. Serve hot or warmed over. Serves 4.
Note: Follow baking instructions carefully and do not overbake!

CHEESE TARTLETS:

Little individual pies of any desired size may be made in the same manner and may be served the same way as Cheese Pie. They are also enjoyed very much as appetizers. Serve hot or warmed over.

Note: Tartlets, however, require a hot oven and should be baked within 20 to 25 minutes. They should not dry out, but be of a moist consistency.

* * *

CHEESE SALAD

1/2 cup French dressing
 1 teaspoon prepared mustard
 1 med. sized onion, chopped
 salt, pepper to taste
 1/2 lb. Switzerland Swiss, finely cut or diced

Mix dressing, mustard, onion and seasoning in salad bowl. Cut cheese into thin, small pieces, mix well with the dressing preparation. Let stand for an hour or longer. Serve on a bed of lettuce leaves. Serves 3 to 4.

* * *

SWISS TOAST EMMENTAL (Croûte)

1/2 lb. Switzerland Swiss, grated
 2 eggs, separated
 1 scant teaspoon grated onion
 6 slices white bread
 butter or shortening

Mix cheese with egg yolks and onion. Beat the egg white lightly and add to mixture. If the mixture is too stiff, add 1 tablespoon of cream or evaporated milk. Spread the mixture liberally on one side of each bread slice and fry them golden brown, spreaded side first. Serves 3.

These croûtes can be warmed over, and make wonderful appetizers when cut in half or into triangles. They are also much liked with cocktails.

SHEAFFER'S FAMILY NIGHT SKATING PARTY OFFERS FUN & AMUSEMENT FOR EVERYONE

A mammoth Family Night Skating Party sponsored by the Activities Committee will be held June 6 at 7 p.m. in the 400 Ballroom Rink.

The skating party is the third to be sponsored by the Activities Committee. Two very successful parties were held during the past year and more are contemplated during the present year. With this skating party the Activities Committee is endeavoring to develop more programs in which the families of employees can participate. The family night skating party affords an opportunity for an evening of real fun for the entire family.

As part of the evening program, a number of special events have been planned such as a mother-and-father skate, a mother-and-son skate, father-and-daughter skate, train skate for kiddies, beginners' skate, hockey-pokey, tag skates, moonlight couple skates and many other events.

Twenty free passes to the 400 Ballroom Rink will be given away as prizes for the various events and drawings. Admission will be 50 cents per person plus 25 cents for the rental of skates. Special rates of \$2.50 will be in effect for a family groups of four.

Kenny Hart (Stock & Warehouse), chairman of the skating party, and the Activities Committee are hopeful that enough interest will be shown in the family night skating party to warrant additional ones on a regularly scheduled basis.

For those who can't skate or who have been off skates so long they've forgotten how to skate, free instructions will be available at the party. Although the event is advertised as family night, individuals are also welcome to attend the party and bring their friends.

WASPCO COUNCIL MEMBERS TO BE ELECTED IN JUNE

Elections of new representatives to the WASPCO Council will be held throughout the various departments during June.

Terms of the councilmen elected for the 1956-57 term expire June 1 and the new council will take office at the June WASPCO Council meeting. Meanwhile, members of the old council will ask employees in each department to nominate new representatives to the council. An election will then be held to determine the councilmen from the department.

Orville Hudson Retires After 23 Years On Job

Orville Hudson, a veteran employee of 23 years with the company, retired May 31 as an operator in the Plastic Fab Dept.

A native of Ft. Madison, Orville joined Sheaffer's March 12, 1934 in the old Holder Dept. where he worked until 1942 when he was transferred to the War Division. Two years later he was assigned to the Feed Dept.

where he worked until 1952 when that department became a part of what is now the Plastic Fab Dept.

Orville is looking forward to his retirement because he has a number of things planned. The most important,



Orville Hudson

of course, is the move to California which he's contemplating. As a preliminary step toward moving to California, Orville has spent his vacation the past few years in California visiting a daughter and just looking around with an eye to possibly retiring to the Golden State. In addition to having a daughter at Englewood, just outside of Los Angeles, Orville had made a number of new friends there during his visits. He has also located a number of old friends from Ft. Madison and nearby who have moved out that way, so he is looking forward to the change.

"I'm planning to take it easy for a little while. Then too I will have to sell my house before moving out there," he says.

Although Orville's hobby is fishing, he admits he hasn't done too much of that in recent years. However, he points out that being close to the Pacific Ocean as he will be in Englewood, and having time to spare now, he'll probably dust off that fishing tackle and try his luck again.